

APR 21 1947

Chores for
Children

by
Angelo Patri

PAUL G. HOFFMAN...Let's Break the Boom-Bust Cycle!

A DEBATE...Industrialize Latin America?

The★

Rotarian

May
1947

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Talking It Over

Comment on ROTARIAN articles
from readers of THE ROTARIAN

Change to Metric System

Urges ROBERT FORMAN, Rotarian
Bookbinder
Monmouth, Illinois

Why not take hold of the idea of a change-over to the metric system [Adopt the Metric System?, debate-of-the-month, THE ROTARIAN for April] and make something of it? Start a crusade or something of the sort. We need a change, and who would be in a better place to start the thing than a bunch of Rotarians?

'Thanks to the Artist'

Says H. CLIFFORD NORTHCOTT, Rotarian
Clergyman
Champaign, Illinois

... Somehow or other I want to express special gratitude to the man who made the drawing of Paul P. Harris, Rotary's Founder, for the cover of THE ROTARIAN for March. It seems to me that it is unusually fine. He surely knows his stuff. I want to say thank you to him.

Re: Paul Harris Cover

By CHARLES G. TENNENT, Rotarian
Nurseryman
Asheville, North Carolina

A woodcut sketch of Paul P. Harris on the cover of THE ROTARIAN for March is evidently a copy of Rotarian B. A. Culberson's prize-winning portrait exhibited in North Carolina a few years ago.

When Paul Harris visited the Asheville Rotary Club in 1940, Rotarian Culberson made three "stunning" portraits, as Paul Harris called them, and presented them to Paul. The Asheville Rotary Club has since presented copies of it to several near-by Clubs, and in my opinion it is one of the most striking



PAUL P. HARRIS—"a prize-winning portrait."



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likenesses of Paul I have ever seen.

Rotarian Culberson is a master photographer and has served several terms as president of the Southeastern Photographers Association. He is considered one of the outstanding photographers of the South and is one of the most modest and unassuming men I have ever known.

Rotarian Tennent is right: Artist Richard R. Epperly used the Culberson photograph (see cut) as a guide for his sketch of Paul Harris. The Culberson photo-portrait is often described as "the best" ever made of Rotary's Founder.—Eds.

Earthworms Do Need Help

Points Out H. L. GARRARD, Rotarian
Potash Producer
Homewood, Illinois

Just one day before receiving THE ROTARIAN for April containing *Giants in the Earth*, by Juel F. Alstad, I had written a letter to another editor upon this same subject.

The subject of composting, earthworms, etc., is fascinating, and it seems to be the rage just now to write articles about the wonders of the earthworms. But the plain facts are that unless a soil contains much organic matter, the earthworms do not grow. Otherwise the wonderful earthworms would have long since renovated much of our worn-out soils.

So the first problem is to produce organic matter, get it into the soil, so that the earthworms and bacteria will have some food upon which to grow. But the writers on these subjects usually fail to take cognizance of the problem of how to produce this necessary organic matter in already-depleted soils. The earthworms follow the production of organic matter, and also help break down that organic matter, eventually again depleting the supply if it is not added to continually.

Still Remembers Haymow

Says G. RICHARD KUCH
Associate Director
American Unitarian Youth
Boston, Massachusetts

I was particularly taken with Arthur Stringer's *The Eclipse of the Haymow* [THE ROTARIAN for March], since I am one of those urban boys who still remembers the haymow. Please congratulate the author for this little piece and thank him on behalf of myself and those of us here at headquarters who have had such a good time reading it.

Re: African Herdsman

By H. M. MOOLMAN, Director
Union of South Africa Government
Information Office
New York, New York

All South Africans in the United States will appreciate your interest in publishing such an informative article as that of Richard C. Currie in THE ROTARIAN for March [Get Acquainted with Africa].

A colleague who has lived in East Africa has mentioned to me, however, that the caption to the photograph showing a little native African herdsman in Kenya Colony may be a little misleading where it refers to "whip

scars on the scrawny cow's rump." Actually the native Africans of East Africa cut lines of the kind shown on their cattle, partly by way of decorating them, but also in the belief that it immunizes them from certain diseases. The hides become worthless as a result of this practice and a lot of propaganda is done to put a stop to such mutilation.

Australians Did Know U.S.A.

Insists G. FREDERICK BIRKS
Honorary Rotarian
Sydney, Australia

Walter B. Pitkin is not always right in his facts if one judges by his statement "that down to 1943 not a single Australian could learn anything about the history of the United States in any Australian school or college" [*Leaders for the Atomic Age*, THE ROTARIAN for December, 1946]. The Federal Constitution was based on the Constitution of the United States. My copy of Bryce's *American Commonwealth* was annotated by Judge O'Connor, one of the framers of the Australian Constitution, and I doubt if he had ever been outside Australia.

Personally I knew more about the history of your country than I did about my own up to the age of 30, and my earliest recollections are of Artemus Ward, Mark Twain, *Uncle Tom's Cabin*, and later the books of your Winston Churchill, Mary Johnson, *David Harum*, *From Log Cabin to White House*, and many others of your authors had a good sale. School boys and girls of my time knew the stories of George Washington and others of your Presidents.

What the young people of today are taught about the United States I cannot say, but the "Quiz Kids" can recite the names of most of your States and lakes and have answered questions about the United States that surprised me.

What did the most harm were the early pictures from Hollywood which depicted the gangster and made our young folk think that Chicago was the worst place on earth, and then the "talkies" taught all, or nearly all, the worst American slang.

Horseman Identified

By JACQUES B. CROMMELIN, Rotarian
Realtor
Palm Springs, California

I am wondering whether you know that the fine horseman pictured on the inside cover of THE ROTARIAN for January is a Rotarian. He is Frank Bogert, a member of the Palm Springs Club, and one of the finest horsemen in the Southwest.

Fourth Object Spirit at Work

By W. W. ROBBINS, Botanist
Member, Committee on Institutes
of International Understanding
Davis, California

In THE ROTARIAN for February the late Richard H. Wells in his *Young Leaders in the Making* told of plans for an international exchange of students on funds from the Rotary Foundation, and recalled the pleasant surprise of one Rotarian who entertained a "foreign" student in his [Continued on page 45]



H E'S THE 1947 high school graduate. In your community, hundreds like him face one of life's most important decisions: What now?

He needs advice from successful men like yourself.

You could advise him to take a job — any job — until he runs across something interesting.

But how wise to suggest an *Army* job — where he joins in one of the broadest technical research programs in history; where he may have an opportunity to learn office procedure and other details of business administration; where on a 3-year enlistment he may choose from many up-to-date skills and trades. What better chance to get more education in specialized fields and earn good pay at the same time.

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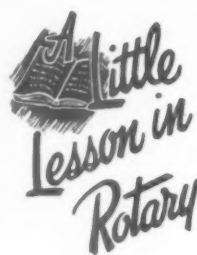
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Rotary and Public Affairs



SO THAT the subject of the avoidance of politics is considered from the positive rather than from the negative side, a change was made in the Standard Rotary Club Constitution at the 37th Annual Convention of Rotary International, at Atlantic City, New Jersey, last June.

It now reads:

"The general welfare of the community is of concern to the members of this Club and the merits of any public question involving such welfare may be fairly and intelligently studied and discussed before a Club meeting for the enlightenment of its members in forming their individual opinion. However, this Club shall not express an opinion on any pending controversial public measure.

"This Club shall not endorse or recommend any candidate for public office and shall not discuss at any Club meeting the merits or demerits of any such candidates."

Corporate action by Rotary Clubs is not prohibited, but under the safeguards provided, and for the purpose of creating esprit de corps in the Club itself, it is desirable that every Rotary Club have some Community Service activity requiring the collective coöperation of all its members in addition to its program for the stimulation of the Club members to individual service within the community. While Rotary may initiate and lead in the work, it should endeavor to secure the coöperation of all other organizations that ought to be interested in the project and should seek to give them full credit, even minimizing the credit to which the Rotary Club itself is entitled.

Activities which enlist the individual efforts of all Rotarians generally are more in accord with the genius of Rotary than those requiring only the mass action of the Club, because the Community Service activities of the Rotary Club should be regarded only as laboratory experiments designed to train members of a Rotary Club in the ways of service.

It is the duty of the District Governors of Rotary International to inform the Clubs under their direction of the necessity for taking a greater part in objective activities.

All other avenues of disseminating information, such as intercity meetings, District Conferences, and the Annual Convention of Rotary International, should be used to the utmost to inspire Rotarians to do those things which will bring about greater participation of Rotarians in service activities in all the spheres in which they move.

If you want further opportunity to "read Rotary" in Spanish, you will find it in REVISTA ROTARIA, Rotary's magazine published in that language. A one-year subscription in the Americas is \$1.50.

CON el fin de que el asunto de la ausencia de discusiones políticas se enfoque desde un punto de vista positivo se hizo un cambio en los estatutos modelo del Rotary club en la 37a. convención anual de Rotary International, celebrada en Atlantic City el pasado junio.

En éstos se lee ahora lo siguiente:

"El bienestar general de la comunidad incumbe a los socios de este club y los méritos de cualquier asunto público que impliquen tal bienestar podrán ser, imparcial e inteligentemente estudiados y discutidos, ante una reunión del club, para ilustración de sus socios en la formación de sus opiniones personales. Sin embargo, este club no expresará una opinión en ninguna medida pública pendiente bajo controversia.

"Este club no apoyará o recomendará candidato alguno para puestos públicos, ni tratará en sus sesiones sobre los méritos o defectos de tales candidatos."

La acción colectiva de parte del Rotary club no está prohibida, pero de acuerdo con las seguridades establecidas y con el propósito de crear un espíritu de cuerpo dentro del club, conviene que todo Rotary club se ocupe en alguna actividad de interés público, que requiera la cooperación colectiva de todos sus miembros. Esta actividad de carácter colectivo es complementaria del programa que cada Rotary club debe desarrollar con el propósito de estimular a los socios del mismo a servir, en su capacidad individual, a la comunidad. Aunque Rotary puede iniciar y dirigir el trabajo, deberá esforzarse en conseguir la cooperación de todas aquellas organizaciones que deban estar interesadas en la obra y procurará que se otorguen a ellas todos los honores, aunque se vean aminorados aquellos a que el Rotary club pudiera tener derecho.

Las actividades que dependen del esfuerzo de cada uno de los rotarios generalmente están más de acuerdo con la índole de Rotary que aquellas que requieren la actuación del club entero, como institución, pues las actividades de interés público de un club deben considerarse solamente como experimentos de laboratorio encaminados a educar al rotario en la aplicación del Ideal de Servicio.

Es deber de los gobernadores de distrito de Rotary International informar a los clubes que estén bajo su dirección acerca de la necesidad de tomar participación mayor en actividades de carácter objetivo.

Todas las demás avenidas para la disseminación de información, tales como la publicidad, reuniones interclubes, conferencias de distrito y la convención deben ser utilizadas al grado máximo para infundir entre los rotarios el deseo de realizar aquellas cosas que den por resultado mayor participación por parte de los rotarios en actividades de interés público.

May, 1947

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ANGELO PATRI, noted educator and author, is shown (third from right) receiving a gift from fellow members of the Rotary Club of Danbury, Connecticut, as a tribute to his contributions to the educational field. He was a public-school principal in New York City for 36 years, and has written many books and newspaper articles (syndicated) on child psychology.

NORMAN G. FOSTER, of Ottawa, Canada, is secretary-treasurer of the General Supply Company. He is a Past Director of Rotary International and current Chairman of the Finance Committee.

Although J. P. McEvoy says he hates writing, he has been successful at it since the age of 15, when he was sports editor of the South Bend (Indiana) *News-Times*. He has written plays, revues, novels, movies, radio programs, and magazine articles. In the same breath he admits that if he knew any other way of making a living, he'd hate that too.

A psychologist and author of *To Drink or Not to Drink*, CHARLES H. DURFEE is director of a New England health farm, where he specializes in the readjustment of lives which have become unbalanced by alcohol.

WILLIAM MCFEE was born in London, England; came to the United States in 1911; and now lives in Roxbury, Connecticut. He has authored more than a score of books, including some verse.

An attorney, HARRY F. RUSSELL is Chairman of the 1947 Convention Committee of Rotary International. A Past District Governor, he is also a Past President of the Rotary Club of Hastings, Nebraska. He is a member of the board of trustees of Hastings College and is active in numerous other civic affairs.

The photo of Oregon's Mount Hood on this month's cover is by RAY ATKINSON (from *Publix*).



McEvoy



Volume LXX

Number 5



Photo: John Kabel

Reel Sport

There are fish by the million in Western U. S. waters—rainbows, wall-eyes, name your kind. Soon they'll be at the top for all they can get of flies, real or simulated. To Rotarian anglers, Rotary's Convention in San Francisco, June 8 through 12, means a special chance to wet their lines in these waters—and may they reel in more than they cast out!

Why 'Successful' Men Fail

By Charles H. Durfee

What's behind the frequent moral collapse of men of esteem? Distorted values, asserts this psychologist.

WE ALL expected great things from Steve. Our class voted him "the man most likely to succeed." He did—far beyond our expectations. He worked hard, played hard, and gave life to everything he tackled. He could step in and pull a business off the deathbed of bankruptcy and set it back on its feet in vigorous health. He could save a drooping house party with his infectious wit and warmth.

I met Steve the other day. His old spirit was gone. So was his six-figure fortune. Gray and tired, he reminded me of the hero of Somerset Maugham's *The Breadwinner*, who was glad his brokerage house had failed because from now on he could rest and enjoy himself.

Steve's trouble was that, like many another man, he had grown tired of being "successful." Success is not all cakes and ale. There are astounding statistics which show that "successful" men are poor suicide risks and that marital failure is commonest among those who have done well for themselves in a material sense. And what community has not been rocked by the news of esteemed townsmen who have sold their business integrity cheaply or who have suddenly gambled away a hard-wrought fortune or doused a lifetime of sobriety in alcohol?

To be sure, such cases are exceptional. We hear about *them*. But there are far more failures among "successful" men about which we hear nothing. They are drably undramatic. I am thinking of the men who, having bought and paid for a ticket to a full and rich life, don't know exactly what to do with it. Bored to death in the heaven of retirement. Restless as chipmunks in their own living-rooms.

Why? Is it not a matter of distorted values, an inherent fault in the kind of success they have achieved? A matter of respecting material achievement as an end in

itself? We ask: "How's he going over? How much is he making?" Not that material success is to be scorned. It should be *one* of the goals of every individual. But we might better ask as our criteria of success: "What sort of man is he? What is he making of his life? Is he *giving* anything? Is he happy?" For genuine success must mean, above all, *successful living*, a feeling of satisfaction with life, an inner serenity that enables a man to face failure as well as success.

"Abundant living," we call it. Platitudinous as the phrase is, no other will do. But to live abundantly bespeaks abundant interests, and these cannot be developed overnight. They take years of nurture. They demand a relaxed mind and body.

"Fine," you say, "but my business takes all my time. If I relaxed, it'd sink." You are wrong. When you wall off a portion of your day for yourself, you emerge from it fresh for the grind, and so do your business a favor. Work is of first importance, but it should never cost everything else in life. If I had one piece of advice to give a busy man it would be: *get some fun as you go*.

How? That's your problem, largely, but let me drop these simple suggestions—so simple that your first impulse will be to ignore them: Get close to Nature, to your family, to your friends, to your community. Stretch out, unashamed of your idleness, before the open fire with briar and book. Hike with your children—or the neighbors'. Talk with your wife, not *at* her. Step into the night and look at the stars—and refute by your vast zest for life those familiar phrases of Wordsworth:

The world is too much with us late and soon;

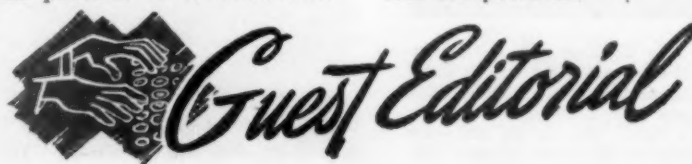
Little we see in Nature that is ours.

Like cars supercharged for a race, many men are able to over-extend themselves for a time, but finally their systems burn out. There is much in the old saw that if you take it easy, you'll last longer. In my own work, the readjustment of lives unbalanced by drinking, I constantly meet men who depended upon alcohol to help them relax from a killing pace or to rescue them from an engulfing boredom. Unfortunately, alcohol seems eventually to let a man down—and usually in the midst of a crisis. You can't buy relaxation. But you can find it free—anywhere.

We need to redefine success to give it more significant meaning than the accumulation of things. Let's make the word imply a joyous, robust attitude toward life; the enjoyment of simple pleasures, of a hobby or two, of genuine friendships—or real interest in home, friends, family, and fellow-men.

THOSE who live successfully as well as work successfully never break when external failure confronts them. They have too much bounce—the ability to divert their inner strengths into new channels. Finally, then, let's base success upon achievement that satisfies ourselves rather than the fickle world. The late Dwight Morrow must have had this in mind when he wrote to his son:

"The world is divided into people who do things and people who get the credit. Try, if you can, to belong to the former. There's far less competition."

Guest Editorial

Let's Break the Boom

Depressions aren't inevitable. Man makes them. Man can prevent them. Here is how.

By Paul G. Hoffman

Chairman, Committee for Economic Development; President, The Studebaker Corporation

FOR DECADE after decade we in the United States have accepted the "boom-bust" cycle as an inexorable law of our economic system. It's a phenomenon, we rationalized, which is just as unalterable as the rhythm governing the endless succession of day and night.

The American system based on free enterprise is, we proudly boasted, unquestionably the best in the world: it has given us a living standard unsurpassed by any other nation; it has enabled a people representing only 6 percent of the world's population to produce 25 percent of the goods consumed throughout the globe. But this matter of having prosperity one minute and depression the next—after all, there's little we can do about that, we told ourselves. It's just one of those things!

So during the past 100 years



BORN in Chicago, Ill., Paul Hoffman began selling autos in 1911, has headed Studebaker since 1935. He has seven children, lives in South Bend, Ind., is an honorary member of the local Rotary Club.

we experienced no less than 26 business recessions and depressions. We had a glorious peacetime spree in the 1920s. Then someone sprung a trap door. Between October and November, 1929, the market value of securities dropped more than 45 billion dollars and we were on our way—down. We finally hit bottom, began wondering if the depression of the 1930s would ever lift. It did, but only as the result of a "boom" generated by the war.

Now we're having another boom—a peacetime boom—and again many of us are getting panicky wondering how long it will last and when the next business nose dive will start.

If there is any single thought I should like to get across to Rotarians of the United States, it is this: Booms and busts stem from the activities of men. They are not caused by any divine ordinance. And since they are, broadly speaking, made by men, they can at the very least be moderated by men. There is no reason on earth why we of the United States must accept as inevitable to our economy a boom-and-bust sequence. I do not mean that our economy will not be subject to certain fluctuations. But I do believe that we can prevent serious business collapses if we think straight and plan while times are good to forestall them.

Let's look at this boom-and-bust question closely for a few moments. America has repeatedly demonstrated its tremendous capacity to produce. During the war we of America surprised even ourselves. Today we are producing more than ever. High production, obviously, isn't the reason for booms and busts. What,

then, is? The cause, it seems to me, lies in the highly erratic manner in which we have conducted ourselves as customers. In some years we buy enormous volumes of goods; in others, we don't. The net result is that market demand has varied substantially from one year to another.

Market demand, of course, is merely the total demand for products on the part of consumers, business firms, Government. It depends at any given time upon how much cash or credit is available to all of us as buyers and, more importantly, upon how much of that cash or credit we are willing to use for goods or to invest in business assets.

Fluctuations in market demand are the result of a number of things, but I think the chief sources are to be found in these: high standards of living, large capital investments required by



Photo: Gendreau

modern business, the credit system, and the tax system.

In spite of the fact that a constantly rising standard of living has been and should continue to be our major goal, we must recognize that it has contributed more than any other factor toward creating an unstable market demand. The explanation is simple. If we have just enough money to purchase the necessities—food, clothing, and shelter—we have little or no choice as to what to buy. But if we have *more* money than is required for our basic needs, we have a chance to be choosy about what we buy. We can, in fact, even postpone some purchases indefinitely. The extent to which we can do this has a great deal to do with this phenomenon we call market demand.

Business, like individuals, can likewise postpone its purchases under given circumstances. Under normal competitive conditions,

no business can long survive unless it buys capital goods—buildings and machinery, office and store equipment, and inventories. These are the capital investments which make possible greater production and bring about higher employment. But business will not invest money in capital goods unless it feels that it has a chance to make a reasonable profit. If that chance is slim, business will put off buying capital goods even though it has the money available.

A third factor which determines market demand is credit. It seems to me that it is far more important that credit be made readily available in bad times than in good. Yet the opposite has been the case. We stimulated market demand in boom times by making credit easy to get and helped paralyze market demand in slack times by making credit hard to get. That doesn't make sense.

Yet another influence on market demand is taxation. The increase or decrease in the percentage of our national income absorbed by taxes has a very real effect on the stability of income and on the stability of demand and employment. The basis of any sound tax system is to collect enough in good times so as to build up a surplus for periods of slackened activity. It seems reasonable to me to set up a tax rate

which will balance the budget in a year of normal prosperity and then let it alone.

It is against this play of forces upon market demand that we must develop a workable program for moderating the business cycle. Indispensable in any such program, however, is the acceptance by Government and private enterprise of their full responsibilities. Those who say that Government has no part to play are talking nonsense. Government has a very important rôle.

First and foremost should be the overhauling of our tax system on the principles already mentioned.

Secondly, Government can take the initiative in expanding and consolidating unemployment-compensation coverage. There will be many, I know, who will condemn any such move as socialistic. But the truth is that we have not begun to realize the importance of unemployment insurance as a social tool. It not only provides continuity of income, but also serves to destroy the panicky fear which too often in the past resulted from temporary unemployment or even from rumors of possible layoffs.

A third important contribution toward achieving greater stability can be made by Government in encouraging international private trading. The higher the level of international trading—and that means both exports and imports—the greater the benefits which will accrue to the United States and to the world as a whole.

Still another Government aid can come through promoting new and small business. The giant firms and industries are the ones which make the financial pages, but it is the small entrepreneur who is the heart of the American business structure. Let Government give genuine encouragement to small business by removing the obstacles which it must now face in getting started and thus reassure the small businessman that he is indeed an essential element in the American economic system.

But business, too, has its responsibility. Thousands of you American Rotarians are businessmen, and you can make a very genuine contribution toward

Bust Cycle



smashing the boom-bust cycle. How? By doing these:

1. By pushing relentlessly the search for new products and services. Fifty years ago we had no such things as the radio, automobiles (except as expensive, experimental toys), airplanes, and scores of others. Yet today more than 50 percent of our people are employed in making and servicing products which were practically unknown half a century ago. The automotive industry alone provides one job out of every seven in the United States today, and the record of other new industries is similarly impressive.

2. By providing conditions which will encourage the growth and development of all those associated with you. American free enterprise has accomplished much. But in no way can it contribute more to a dynamic yet stable economy than by making it possible for those associated with it to attain full development of their individual capacities.

3. By operating your business profitably. We talk much about security, yet how can business provide reasonable security for both management and employees unless it is operated at a profit?

4. By regularizing employment wherever possible. By that I mean the flattening out of employment curves which find many working at certain seasons of the year and out of work at others. I realize every business cannot adjust itself completely to such a schedule, but I feel strongly that much more can be done in this respect than has been the case.

5. By intensifying market and product research. In this respect it might be well to point out that market research is still limping far behind industrial research. Not long ago the National Association of Manufacturers reported that 85 percent of 1,231 manufacturers were carrying on industrial research, while only 35 percent of those same concerns were doing anything about market research. The United States Department of Commerce reported during the war that private business was spending from between 500 million to 750 million dollars a year on industrial research, but only from 6 to 12 million dollars a year on market research. There is lit-

tle point in developing new products unless they can be distributed.

Product research, of course, has been pursued vigorously. Yet here, too, there is room for improvement. Too often the sales department is handed a product with the blunt instructions: "Now go out and sell it!" Did the sales department have anything to say about the design of that product? About its actual construction? About its potentialities in fulfilling a proved market demand? If not, it's time you began inviting the sales department "in" on

BECAUSE of the pivotal position of the United States in world economics, the views of this American auto maker addressed to U. S. Rotarians will interest readers around the globe. Mr. Hoffman asserts that his country can forestall catastrophic depressions—and lists six steps toward doing it.

what you're doing and giving it a voice in determining the specifications of the product you're selling.

6. By exercising scientific control of sales and advertising expenditures. For some mysterious reason we have boomed sales and advertising budgets when sales were easy to get and decreased them when sales were difficult to get. We should, of course, reverse the process: increase selling pressures when business shows any signs of declining and reduce those pressures when business is good and sales come easily.

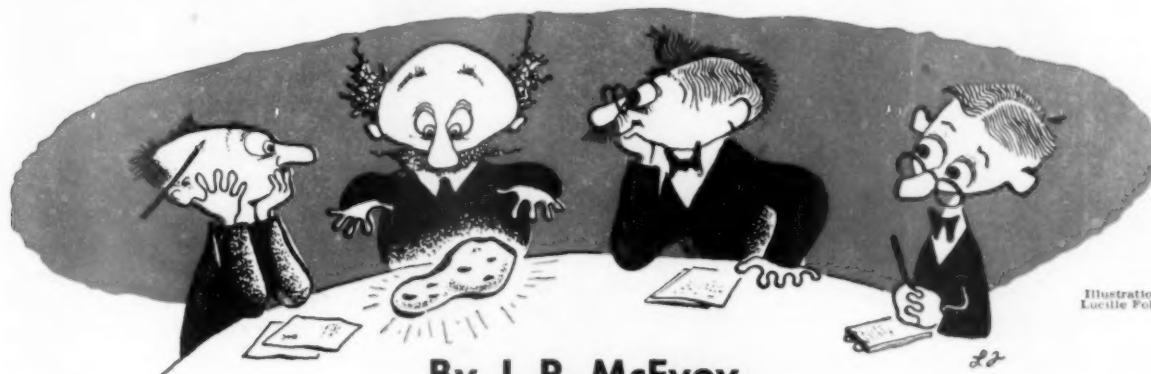
These are specific measures which I believe will help us smash the boom-bust cycle. But supporting these measures must be something else. Confidence! Confidence in our economic system, in the belief that all of us working together can spike once and for all the fear that gnaws at us as individuals and as groups. The employee, plagued in the past by prolonged seasons of unemployment, fears that just as soon as we begin catching up with product demand he will be out of a job. Management fears that Government will tax business out of existence, that business will not

be permitted to enjoy the rewards which sound planning and its execution justify. I would be the last to deny that in the past there hasn't been substantial basis for such fear, but we are developing new concepts, new vision, new tools. Fear will get us nowhere, for fear eats away and corrodes. Confidence and faith in our infinite capacity to produce, to distribute, to consume; confidence in the almost limitless expansion of world markets—these are the great resources of a dynamic American economy.

During my travels throughout the United States the past few years I have declared repeatedly that through the application of proper measures we can reduce the intensity of future business fluctuations by as much as two-thirds. Let us see for a moment what that would mean. Between 1929 and 1932 the reduction in national income was more than 50 percent. A similar reduction in national income today would mean a drop from 160 billion to 80 billion dollars. Does anyone doubt that such a loss would put our system in the greatest hazard? On the other hand, if we succeeded, through the application of proper measures, in reducing the intensity of future fluctuations by two-thirds, the maximum drop in national income from present levels would be around 25 billion dollars. A drop of such a proportion could be endured without any serious repercussions.

I have also pointed out many times that during the first 40 years of this century the living standard of the average American was doubled, and that this living standard can be doubled again in less than 25 years. I believe that for all practical purposes we can even abolish poverty. Does this sound too idealistic? Too visionary? Only if we let ourselves be tyrannized by the mistakes of the past, if we permit ourselves to be betrayed by the mistaken belief that business depressions are inevitable and that man can do nothing to change his economic destiny. I for one do not believe that, for there is no such thing as "inevitability" for any human phenomenon if there are enough people who oppose it.

Passing the Hot Potato



By J. P. McEvoy

I HAVE a friend who tells me the most valuable lesson he ever learned in life was when his mother took him into the kitchen one day, put a potato in a kettle of boiling water, cooked it a while, fished it out, and said: "Here, son—catch!"—and threw the hot potato to him.

He juggled it desperately while his mother laughed and said: "You don't know what to do with it—do you?" "Suddenly, I did," said my friend. "I threw it back to my mother, who looked surprised, but caught it, dropped it in the kettle, turned off the fire, and said: 'That is something for you to remember all your life. When anybody throws a Hot Potato—throw it back!'"

My friend says he really didn't get the point for years even though his mother explained that a Hot Potato was a situation that was hard to handle, or a question difficult to answer—usually given to you without warning—and that all your life you would be running into smart fellows who played dumb, who didn't answer questions, but threw them back to you; who weren't in a hurry to tell you what they knew, but sat back and drew you out, trying to learn what *you* knew, studying how *you* would handle the question—in other words, what would *you* do with the Hot Potato. Maybe if you fumbled it long enough, it wouldn't be too hot for them to take over—and then it was *their* Potato. Or maybe watching you juggle it gave them the idea of how to handle it without getting burned or dropping it.

It's one of those homely little

stories that sticks in your mind and stirs up memories; a story that brought back something my father used to say to me: "Son, you'll do all right in this world if you just remember that when you talk, you are only repeating what you already know—but if you listen, you may learn something."

I have been watching one phenomenally successful young fellow since he left the Army: a small, quiet character who is collecting companies and factories and amassing millions. He sits in directors' meetings and when a question comes his way, he deftly passes it along to someone else, usually with a flattering: "You know so much more about this than I do—what do *you* think?" Then when the meeting is ready to close, my friend gathers up all the best suggestions made by everybody present, discards the ones that don't fit in with his own plans, arranges the others in a logical tempting dish, smoothly folds in his own ingredients, and then serves up a savory, irresistible concoction from the Hot Potatoes tossed back and forth across the board-room table.

He tells me he learned the technique from a junior officer in the Army who used to sit in at staff meetings and listen and nod gravely, and when a question came his way, he politely referred it to a superior officer who was

flattered by the eagerness with which this man hung on his words. Then when the conference was closing and each was asked for his final recommendation, this quiet guy would come up with a summation that managed somehow to include all the best suggestions. "I learned the importance of timing," my friend said—"how to watch and wait and study and think—and I got the time to do all this by tossing back the Hot Potato."

It's a useful little trick to acquire, and you never know when it will come in handy. Every mother should teach it to her son. As for daughters, they will know it instinctively—most women do. (There's a man for you!) My favorite example of how a woman can handle a Hot Potato is the story told me last Summer in Paris by Valentina, the famous dress designer! It seems Jake was moaning and groaning in his bed one night and his wife said: "Jake—what's the matter? Go to sleep!" And Jake told her he owed his neighbor, Morris, \$100 and he had to pay it in the morning, and he didn't have it, and he was so worried he couldn't sleep. So Jake's wife went over and raised the window and called across the court: "Morris! Morris! Wake up!"—and Morris came to the window rubbing his eyes sleepily. "What is it? What's the matter?" And Jake's wife called back: "I just want to tell you that Jake can't pay you that \$100 tomorrow. He ain't got it!" Then she shut the window and said to her husband, "Go to sleep, Jake. Now Morris can worry."

Someone toss you a hard-to-handle situation? Here are hints on what to do with it.



Chores for Children

R_x

They help to absorb the youngster's energy, give him his place in the family sun—and stop juvenile delinquency before it starts.

By Angelo Patri

*Distinguished Authority on Child Welfare;
Member of the Rotary Club, Danbury, Conn.*

THE BUSINESS of childhood and youth is growth, growth of body and mind. Nature has decreed that only in activity can growth be made. Like every other valuable quality of life it must be personally earned, often in sweat and pain, often, too, with the keenest delight. But in pain or in pleasure, children have to have active play and useful work in order to grow their physical and mental strength.

This activity must be genuine, nothing make-believe about it. The child's attitude must be sincere and his effort strenuous if

the experience is to result in added power. The little child engaged in imaginative play is, if allowed to be, using his whole being to create the dream he feels moving him. If he is a horse, he must gallop and neigh and rear; if he is a fairy, he must work his magic will on whatever his creative imagination fastens upon. And the idea he is expressing must be his own, not his mother's, not his teacher's, nobody else's but his own. Imposed play, work that is done under the direction or compulsion of the will of another, is not going to result in the

heightened power of the child.

The adult should suggest, he may set the stage for certain desired activity, but beyond that he must leave the child free to work out his own schemes, find his own way, create his own power. Adults are eager to bestow their own good taste, their own fine skill, their own enjoyment of the work in hand upon the child and that is never possible. Never. Nobody, however benevolent, however well intentioned, can give a child anything that will stay with him. He must earn his own understanding, his own place, his own happiness, the way Nature ordained, in travail, if necessary, in joy always.

The children who live in the country have a great advantage in this gathering of experiences through useful activity. The housework offers a host of useful chores, all of which press for attention. There is a great immediacy about country work. The chickens and the dog and the cat must be fed. Their beds and

houses must be kept clean. The drinking water for the pets must be pure and the drinking vessels must be clean to exaggerated cleanliness.

The errands must be done. Messages must be carried accurately to and fro. The ground must be prepared for the seeds and the seeds must be sown, not just any time, anyhow, but according to the immediate need. The seedlings must be faithfully tended, the beds weeded, the grass cut. Such duties the country child accepts as he does the weather, happily if possible for he loves to

be happy, as cheerfully as he can if things are not so pleasant as he would like.

The essential elements concerned here, the values of the work, are, first, its actuality, its real contribution to the family life and to the mental and moral growth of the children. Next, and equally important, the space allowed for the creative activity of the child. It may seem to be scant, this allowance for creative thinking and effort, but it need not be too much. All that is needed is that the child's spirit feels free to work within the limitations set. It will find its own way. But that little space for freedom is the very breath of life to a child's best growth.

The city child would appear to have fewer opportunities for useful activity, but there is a way for him also. The city apartment does not allow of much self-activity within its walls. Pets do not belong there. Chores are limited. Space is scant. What to do for this activity-hungry one?

School must take over and supply the inspiration, the leadership, and the place for useful, inspiring wholesome activity. This means that the life of the neighborhood flows through the school in the form of shops linked by sympathy and understanding, by the helpful advice and even instruction, of the businessmen, workers, artists, professional men and women whose children attend the school. The community group has a great contribution to make to this phase of education, and the power it represents in this field remains to a great extent untapped.

To accomplish the essential work the schools need about three times the number of the teaching staff now in service, about three times the usual space and equipment, and the whole livelong day for the application of the instructional and developmental influences such an organization represents. This means a new view of school life for many people, but it is the one we shall accept, and the sooner the better for the health of the nation.

"THE ACTIVITY must be genuine. . . . The child's attitude must be sincere and his effort strenuous if the experience is to result in added power."

As boys and girls grow older, their play interests merge into work interests and skills. Now those who are headed for professions should go to specialized schools for the careers and those who are going to join the ranks of the workers, the craftsmen, the mechanics, the engineers in certain fields, the needleworkers, the thousands who carry the work of the nation on their shoulders, should attend schools that fit them for their fields of labor and at the same time offer them the cultural

values of art, music, the drama, literature. These are intelligent, able people, the very salt of the earth, and they need and they value the beauty of the spiritual life they hunger and thirst for and will have if the schools do their duty.

Provide for children's activity; provide for their work and their play which in time merges with their work; keep them busy. Active children are happy children, and happy children are good children the wide world over.



Photos: Lambert; (above) Cy Le Tour



Re-create! at San Francisco

A feast of inspiration and fun
awaits the 1947 Convention-goer

By Harry F. Russell

*Chairman, 1947 Convention Committee
of Rotary International, Hastings, Nebr.*

ROTARY invites you and me to "re-create" in a truly great international Convention at San Francisco this year.

The Convention program will challenge, inspire, entertain. An unsurpassed setting, thoughtful planning to the last detail for your comfort, happiness, and well-being, assure a new high in Rotary. "Living together in friendship and understanding" will be a vital, colorful experience, enriched by the Convention as a sendoff for another Rotary year.

The warp and woof of the fabric of the whole Convention experience will be a friendly fellowship, unmarred by self-interests and dedicated by everyone in charge of planning the Convention as a spontaneous, friendly, and human experience. We want you all to find the keenest enjoyment in meeting cherished old friends and making new ones to be cherished through the years.

For warm overtones in the tapestry will be entertainment features to appeal to all ages—all individual tastes. For those who do not know California, and those who wish to know it better, ample opportunity will be at hand to see the lovely scenic spots, the quaint and unusual, the interesting and historical places of a colorful Golden West.

Parties for the gay teens, frilly doings for the ladies, and goings-on to delight the heart of man. How would any woman fail to respond to a chatty session with a famous lady of the radio or an oppor-

A VIEW of the Convention city as seen
through the eight-mile-long "Bay bridge."

Photo: Gabriel Moulin

tunity to be a "Queen for a Day"? All in person before her eyes! Music by famous name talent, under the able leadership of Uda Waldrup of San Francisco, and presenting programs by talent well known on radio networks.

It is not easy to draw the line between entertainment and program, because one becomes an interwoven part of the other, in this tapestry of friendship and understanding.

Sunday afternoon—June 8—will offer to you the prelude to the Convention. At 4 o'clock at the Civic Opera House the famed high-school band from Sioux Falls, South Dakota, will play and President Robert G. Sproul, of the University of California, will keynote the week. In the evening the San Francisco Symphony with a distinguished guest conductor will broadcast from our stage over a national hook-up. Yehudi Menuhin, the famous violinist, will be one of the two soloists that evening.

Monday morning—June 9—is set aside for details, registration, getting located, calling up friends and relatives, meeting the ones who will share our pleasure as we spend these swiftly passing days together. Monday afternoon the important Council on Legislation will meet; leaders of the various assemblies will add final touches to plans for the meetings of the various important groups represented in the membership and government of individual Rotary Clubs. There will be a special get-together for the young folks. In the evening the formal opening of the Convention in the great Hall of the Civic Auditorium. Impressively presented, Dick Hedke will open the Convention which epitomizes his year as President.

Tuesday morning—June 10—the second plenary session of the Convention: addresses of welcome, presentation of Rotarians we especially delight to see and honor; addresses by Mary Pickford, of movie renown, and by a nationally known speaker on the problems of youth; nominations of officers of Rotary International; a morning packed full of the solid stuff of Rotary. You know, the Convention is, in addition to a wealth of friendly fellowship, the



Meet Your Fellow Craftsmen

Always popular at Rotary reunions are craft assemblies, which bring men of the same vocational feather together in small discussion groups. They will have special emphasis at San Francisco under direction of Howell G. Evans, Wisconsin manufacturer and member of the Convention Committee. Some 60 will be held in the business establishments of host Rotarians, as follows:

- | | |
|--|---|
| Advertising, Publicity, Public Relations | Hardware |
| Agriculture (General and Allied Services) | Horticulture (except Flowers) |
| Animal Husbandry | Hospitals and Institutions |
| Associations (Civic—Public Welfare—Social—Boys Work Trade and Professional—Religious—etc.) | Hotels, Resorts, and Restaurants |
| Automobile and Vehicle Industry | Insurance (Fire, Marine, Casualty) |
| Beverages—Alcoholic | Insurance (Life) |
| Beverages—Non-Alcoholic | Iron and Steel |
| Building Materials | Jewelry and Watches |
| Burial Services and Supplies | Laundering, Cleaning, Dyeing |
| Business Services | Law |
| Ceramics and Glass | Machinery and Equipment |
| Chemicals, Industrial | Medicine |
| Clothing | Merchandising, General (Retail) |
| Coal and Coke Distributing | Merchandising, General (Wholesale) |
| Construction and Building | Office Machines and Supplies |
| Dentistry | Optometry |
| Drugs Retailing | Paints and Decorating |
| Education—Elementary and Secondary | Petroleum Products |
| Education—Colleges and University | Physical Therapeutics |
| Electrical Goods | Plumbing, Heating, Ventilating, Air Conditioning |
| Engineering and Architecture | Printing, Engraving, Electroplating |
| Finances—General Banking | Publishing (Newspapers, Magazines, etc.) |
| Finances—Savings and Loan—Investments—Brokerages | Real Estate |
| Fine Arts and Photography | Recreation and Amusement |
| Florists | Religion |
| Food (including Confectionery) | Textile and Textile Fibers |
| Furniture | Transportation—Rail, Air, Water |
| Government Service | Transportation—Highway |
| | Utilities, Public (Gas, Telephone, Electricity, Street Railway, etc.) |



NOW in near-final form is a panel of distinguished speakers who will address the Convention. Among them (left to right): Roger D. Lapham, Mayor of San Francisco; Robert G. Sproul, president, University of California and an honorary Berkeley Rotarian; Earl Warren, Governor of the State of California.

legislative, the educational, the harmonizing agency of Rotary.

Tuesday afternoon the traditional group assemblies. Ask the man who has been strengthened and quickened in his pride of his own Club, in his kinship of Rotary Clubs around the world, and he will tell you, "Don't miss them. They are worth the whole trip to the Convention." Tuesday evening the annual scintillating President's Ball and Reception, all to the music of orchestras worthy of the occasion.

Wednesday—June 11—will be another great day. In the morning an address on Club Service by Dr. Louis H. Evans, pastor of a large church in Hollywood; balloting on officers; a presentation of a theme dear to Ibero-Americans; and hallowed moments dedicated to tribute to Rotary's Founder, Paul Harris, and others of understanding heart and prophetic vision, whom we have loved long since and lost a while.

No Convention would be complete without the International Roundtable. It symbolizes our outward reach and vision, seeking the harmony of discordant strivings of men and nations. Chinatown is a "must" in San Francisco. Wednesday evening is set apart to do Chinatown. It has come back since the war and affords a romantic taste of other-world atmosphere, never to be forgotten. At the dinner hour on Wednesday, District and Regional dinners are being carefully planned. San Francisco affords

an abundance of unusual and attractive eating places which are being reserved for these colorful and friendly gatherings.

Thursday—June 12—during the day will be devoted to essential business reports, election and presentation of officers for 1947-48, a panel discussion of a pressing world subject in the figure of a "Town Meeting of the Air." A special spot has been saved for the

able and forceful Governor of California, Earl Warren. On Thursday morning a very special treat is in store in the form of 60 craft assemblies.

These are the high lights of a program planned and moving in a progression and cumulative pattern to discharge all the functions of an international Rotary Convention. This brief message cannot do more than whet the appetite with an outline of the whole building up to a triumphant and climactic Thursday evening—the closing session with its nostalgic charm and heights of inspiration. The

speaker—we prefer to let you see and hear for yourself. We promise that he will be "tops."

Then *Auld Lang Syne* and another Rotary Convention will be history. By it we fervently hope that in you and me will be recreated the practical dream of Paul Harris, and the noble host who have created Rotary and entrusted it to us to cherish and carry on.

Photoast (center above) Ray Huff; (below) Kaufmann-Fabry



ANOTHER speaker, known to millions around the world as the "Sweetheart of the Screen," is Mary Pickford. She is seen here with crippled children at a Chicago Rotary Club party.

Light for the Blind

A Man's Will Sees Him Through When Eyes Fail

By Marinus James

Clergyman and Lecturer; Member of the Rotary Club of Norwood, Mass.

WHEN blackout dimmed my window panes,
Tapping my cane through streets and lanes,
I found new worlds I still could see,
The Inner Light was guiding me.

It was a bleak September afternoon when I found myself in the waiting room of an eminent eye specialist. An occasional raindrop from the gray mist pattered on the window pane. But my heart was light, for I did not know that an hour later I would suddenly face the greatest crisis of my life.

Here I was at the age of 65, after 37 years in the Christian ministry, looking forward to retirement with that hope that makes all professional men happy—the hope of doing at last all the things that I had always wanted to do. While I loved my profession, it was a glorious dream that soon I would be free from the burdens a clergyman carries, the burdens of a large parish with its heartaches and disappointments.

Engaged in this joyful anticipation, I was notified by a smiling medico that it was my turn.

I told him my story of failing eyesight, requesting that he prescribe new glasses. He encouraged me to talk freely, and I did. I even told him of my wife's poor sight. She had glaucoma! Today she is totally blind in one eye and has only a fraction of sight in the other, because of the ravages of that most devastating eye disease.

The doctor listened patiently, then without any comments proceeded with the examination. When it was completed, I again resumed my seat opposite the specialist, with his desk between us.

"Well, doctor, what did you find?" I asked.

His manner was professional but kindly as he said in a low tone



of voice, "I am sorry to inform you, Dr. James, that you have a very advanced case of glaucoma in both eyes."

During the weeks that followed, eye drops of various degrees of strength failed to reduce the tension which was rapidly destroying my sight. Then came the verdict that unless I submitted to surgery I probably would be totally blind in less than three months.

Glaucoma, it was explained to me, is a disease due to an increase of the fluids of the eyeball, raising intraocular pressure. Its course is unpredictable. Sometimes glaucoma is acute and painful, sometimes it comes on unnoticed and without pain. Alas, many people like myself carry this disease for years thinking that a change of eyeglasses, which has been postponed, is all that is necessary to restore fading eyesight.

A succession of skillful operations did not bring back the sight I had already lost. As I write this, I have just enough sight in one eye to see the difference between darkness and light and to find my way to familiar places with the help of a cane.

As soon as I was fully aware that I might never read again, or engage in my hobbies of painting and color photography, I made up my mind that I would try to prac-

"A SUCCESSION of operations did not bring back the sight I had already lost."

tice what I preached. And one morning, seated at the kitchen table, I banged it with my fist and vowed to my daughter, "Darling, I am not licked, and by the grace of God, my next ten years will be my best."

I have tried to live up to that pledge. In the language of a popular song, "I love life." There is music in my soul, and this music has revived an earlier hobby, that of writing poetry. It is strange but true that when a man's eyes are darkened, his soul is illumined with a new light. As a clergyman, I like to call this the Light of God.

The adjustment has been gradual but steady, and I now carry on the life of a normal man.

I have learned to shave myself. Some blind men lather with cold

water, but I like it hot to assist in the blitzing of my beard. I use a safety razor. The dangerous part of dewhiskering procedure is the inserting of the blade; if it is not done properly, I may nick face or fingers. If such a minor accident does happen, I hasten to the medicine closet and, again by the sense of touch, find the proper medications and stop the bleeding.

Eating is not quite so simple, and if I were not careful, I would develop atrocious table manners. A plate with a wide dark blue rim solved my problem. Previous to this, my ordinary plate was surrounded by little islands of food which were forever going overboard, to the dismay of my fellow diners. It was impossible for me to see where the dinner was. The white tablecloth and the white plate had a bad habit of blending.

I CANNOT see what are the various articles on my plate now, but the dark rim makes them behave properly. When the food encroaches on the dark rim, my bit of sight warns me of approaching danger. Hoping no one is looking, I use my fingertips to distinguish potatoes, other vegetables, and meat. The islands have disappeared and the hand-painted plate keeps me in check. Eating is still one of this preacher's delights.

Then there is the difficulty of selecting neckties. Like most men, I have my pets, and have the habit, which annoys my family, of wearing the same tie over and over again. When I feel it is time for a change, the length, width, and fabric serve as guides. I never had a woman's intuition for what is proper in color, and I wear the tie I want to wear, regardless. However, when the colors clash with my suit, my daughter shrieks, grabs me by the neck, and says, "Papa, take that tie off!" What do I do then? Just what any normal man does, of course.

One day recently the woman who does our weekly house cleaning did not appear and I saw an opportunity for a new adventure. Why could I not give the house a thorough cleaning? Bravely I started out with carpet sweeper, dust mop, dustpan and brush, and dust cloth. The experience was a revelation. As I groped my way, I admitted grudgingly that house-

keepers work hard. Previous to this, I hope I am forgiven, I belonged to that innumerable host of husbands who think that only men know what hard work is. For five hours I was at it, and when the job was done, my good wife, who is an invalid, admitted I had done well. But, of course, she is my wife and loves me still.

Perhaps my happiest discovery after losing my sight was that I could still give illustrated motion-picture lectures, as I had done for a number of years. When the pictures are thrown on the silver screen, there are occasional flashes of brilliant color, which fortunately I had always featured in my photography. These guide me, but when I am at sea, I ask someone in the audience quietly, "What is this picture?" and go on.

If my operator is not present, I thread the film in my projector entirely by touch. A slipping film loop or an unusual sound of the sprockets on the projector are warning signals. Audiences, realizing a blind man's handicap, overlook slight flaws in the performance.

I go downtown whenever I feel like it. At the Rotary Club I meet old and new friends and as of yore, we settle the affairs of the nation and discuss the welfare of the universe. With the help of my bit of sight and my trusted cane, I can find all the old haunts.

In the Spring I plant a garden by using sticks and clothes lines. The only trouble with gardening is that in the neighborhood where I live, nearly every home has a dog, and every few days I find that my network of lines and my growing corn have suffered damage. Then, if I were not a preacher, I would embroider my vocabulary. But things being as they are, I mutter a prayer and reluctantly repair the damage.

When I go to a near-by city, I enjoy immensely the experience of finding my way. One delightful discovery I have made is the kindness of the public. Everybody wants to help, and at every street corner there is more than one person to assist. Firemen, transportation employees, police officers, children and adults, all are at my beck and call, and not infrequently I am moved by their consideration. Surely it is not the will of the ma-

jority that nations go to war, for the milk of human kindness flows as it always has.

One Monday on my way to a ministers' conference, I had just come out of the subway with the help of a kind woman when I bumped into a man standing near the curb. When I requested him to assist me to cross the busy thoroughfare, I sensed a deep emotion as he took my arm. When he struggled in vain to speak, I recognized the guttural sounds of a deaf mute. I stopped for a moment before we parted, and two afflicted men understood each other.

In several instances the pathetic side of life has impressed me, for it is surprising how constantly I meet people who want to discuss eye troubles. Not infrequently a person directing me has some relative who is blind. But close to my heart are my dealings with folk who are in deadly fear of being plunged into darkness.

A 50-year-old lawyer, seeing that I had a little difficulty in finding the hotel where I was to attend a convention, asked me if he might walk with me for a spell. Within a moment the storm broke. He said, "I am losing my sight and it drives me mad."

"Let's go into a restaurant," I said, "and have a cup of coffee. Maybe I can help you."

THEN came the tragic story of a successful businessman who was losing his fortune and his nerve. He simply could not take it. He told me of the horrible sleepless nights and his anguish of soul, then asked me what advice I could give him. I told him the story of the last year of my life and the determination not to be thrown by anything that might happen to me. I said to him, "Whether you take my advice or not, cease to be a coward, and take it on the chin. Demonstrate to yourself and your friends that you still have your manhood. It is being done daily by afflicted people who are much worse off than we are."

One of my chief joys is to bring cheer to troubled hearts. Perhaps this is the preacher in me, but it works. For in cheering others, I cheer myself.

Yes, I am content. My slogan now is: It's better further on.



MANY Australians have heard Robert Butler (seated, left), an honorary member of the Rotary Club of St. Paul, Minn., the U. S. Ambassador to Australia, who has covered more than 25,000 miles in the interests of understanding. He is shown with the Duke of Gloucester (center), then Governor General; Dr. H. V. Evatt, Minister of External Affairs; and aides.

UNCIO

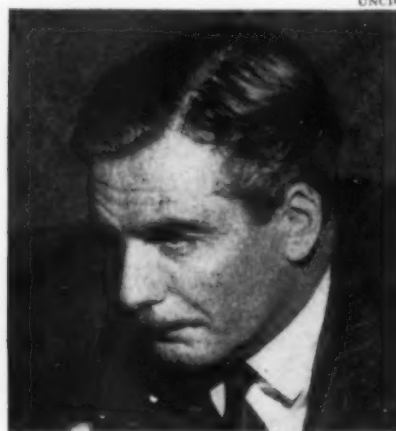


THESE Rotarians reflect credit upon their Rotary Clubs, and upon Rotary around the world, through honors they have won for outstanding service in their business and professional fields.



ROTARIAN Daniel V. Bryant, of Hamilton, New Zealand, is hailed in his land as the founder of a land-settlement society and a civic league to aid returning servicemen.

Acme



ANTHONY EDEN, Great Britain's famed younger statesman of the war years, holds an honorary membership in the Rotary Club of Leamington Spa and Warwick, England.



LAWRENCE J. LINCK, a member of the Rotary Club of Chicago, Ill., is serving as the executive director of the National Society for Crippled Children and Adults.



AN HONORARY membership was recently bestowed upon Lowell Thomas, well-known radio newscaster, by his friends and neighbors in the Rotary Club of Pawling, N. Y.



LONDON-BORN, Ronald Nesbitt-Hawes has been Director General of Burma Posts and Telegraphs since 1939. He is President of the Rotary Club of Rangoon for 1946-47.



Sweat That

Annoyed and also alarmed, a California Rotary Club stirs a community to action.

The Turlock, California, Rotary Club decided something should be done about it.

Turlock lies in the midst of a large irrigated area, known, in fact, as the Turlock Irrigation District, covering 350 square miles of the southern part of Stanislaus County. Excess or waste irrigation water is of great value in the home life of mosquitoes, which breed especially well in the Ladino clover pasturage lands that characterize this area. With each successive irrigation, at intervals of about ten days during the growing season, new swarms of vicious, biting field mosquitoes called *Aedes* arose to hamper and torment workers in fields and gardens, children at play, and everyone going about his daily task—tests showed that 30 percent of a worker's time might be taken up in fighting off these pests.

There were about 20 species of mosquito in the area, including the malaria-bearing *Anopheles freeborni*. Harold F. Gray, a mosquito authority of Oakland, California, proved that the *Culex tarsalis* was actually carrying the domestic variety of sleeping sickness and could carry the virulent Japanese form of the disease—with South Pacific islands only 28 hours away by air and veterans constantly coming from there by plane.

Francis Fiorini brought these facts before his fellow members of the Board of Directors of the Turlock Rotary Club. What should be done? Director Fiorini was named by the then President, R. N. Hallner, Chairman of a Committee to investigate the feasibility of forming a mosquito-abatement district, with President-Elect Carl R. Peterson and Secretary W. W. Ferguson to assist him. Others, including E. Glenn Drake, presi-

A MOSQUITO to you may be no more than an annoyance—something to be swatted before she (it's only the female that bites) gets you. But give the zzz-ing lady a name like *Culex tarsalis* and realize that she carries germs of *equine encephalomyelitis* and she becomes the dragon lady of the insect world.

Equine encephalomyelitis is the doctor's name for sleeping sickness, and it takes more than a little scratching to cure it. A Japanese form of sleeping sickness is said to be fatal in 60 percent of cases and to incapacitate all survivors.

The California variety is bad enough, causing many fatalities among persons, "blind staggers" in horses, and fowl fever in chickens and turkeys, as well as being often mistaken for poliomyelitis—infantile paralysis.

WRIGGLERS—the young of the species—are collected as shown at the left; then selected specimens are carefully scrutinized by experts in the laboratory

Photos: Lindley





dent of the Turlock Chamber of Commerce, and Lowell Jessen, publisher of the *Turlock Daily Journal*, joined in calling a mass meeting in the Summer of 1945, at which Mr. Gray warned of the danger. A general committee, headed by Mayor Roy M. Day, with representatives from all towns in the area, was named. It took some time to formulate a plan acceptable to the county board of supervisors and gain legislative approval. Some opposition developed, but a majority favored giving the idea a trial. The district was formally organized in January, 1946. A trained superintendent was chosen—Lieutenant G. Edwin Washburn, who had been in charge of malaria-mosquito control for all Army camps in California and had served three years with the United States Public Health Service.

Power sprayers were mounted on four jeeps as the principal item in mobile equipment. The cost was about \$1,800 each, and with it two men can cover from 50 to 100 acres of mosquito-breeding area a day. Hand sprayers were also used, and during the Summer months 18 men were employed. Airplanes were used to spray river-bottom areas inaccessible to the jeeps. Diesel



MOSQUITO-killing equipment ready to go. Left to right: District Foreman Wagoner, President E. J. Soderstrom, Past Presidents C. R. Peterson and R. N. Hallner and Chairman Francis Fiorini, of the Turlock Rotary Club, inspect jeep's sprayer. . . . (Below) The spray guns in action along a stream.



INSECT enemy lurks along grassy margins of irrigation ditch (below)—but the jeep's guns get 'em.





SPRAYING by plane was found to be most effective in dealing out mosquito death, but the close-up hand spray (below) was useful in gardens. Here's a Turlock housewife learning how to use the lethal gadget.



POISON GAS smoke screen curled up the deadly *Culex tarsalis* so the city park could be used for the recreation of citizens rather than insects.



oil and DDT were used, a DDT-xylene-water emulsion proving most economical, used at $\frac{1}{2}$ percent DDT strength against larvae and $2\frac{1}{2}$ percent DDT against adult mosquitoes around buildings. Work was speeded in areas where the greatest number of people would be protected.

Under the law the district operates on a tax rate of 15 cents per \$100 property valuation. Since assessed values in the district are 27 million dollars, this permits an operating budget of \$40,000. Additional funds were obtained through a grant from the California Department of Public Health for the purpose of assisting in malaria and encephalitis control.

No cases of sleeping sickness developed within the Turlock Mosquito Abatement District during its first year of existence—a record the more remarkable because there were fatalities from the disease within ten miles of both the north and south boundary lines of the district. Malaria and yellow fever are both diseases definitely controlled by banning the mosquito.

For most residents of the area, however, the most evident result of the campaign was relatively mosquito-free Summer evenings. Garden parties, barbeque dinners, and picnics increased as citizens of the district resumed activities long abandoned because of the pests.

Flower and vegetable gardens have flourished, for gardeners no longer stir up hordes of angry mosquitoes from the foliage of the plants among which they work. And dozing or lounging on the patio or porch is now a pleasant experience. Hunting and fishing again are possible pleasures.

Increased property values were another asset, for no one had desired to live in a mosquito-infested area. But increased yields, due to improved conditions, also justified higher prices for property.

After spraying 15,000 acres and draining other areas, Superintendent Washburn was ambitious to extend operations until the mosquito might be almost entirely eliminated. Spraying by airplane he believes to be the most effective, but all methods will be continued until this insect pest becomes a curiosity in the Turlock area.

This Rotary Month

News notes gleaned at
35 East Wacker Drive,
Chicago 1, Ill., U.S.A.

Board. Present indications are that all 14 members will be present when President Richard C. Hedke convenes the Spring meeting of Board of Directors of Rotary International May 26 in Chicago. Directors come from eight countries. The President himself will be fresh from a 34-day flying visit to Rotary Clubs in eight European lands. He and Mrs. Hedke are in the first stages of this air tour as this issue goes to press....At close of Board-meeting week, the Board, joined by other officers and many District Governors-Nominee, will entrain (May 30) on "The President's Special" for Sun Valley, Idaho, for Rotary's 1947 International Assembly. After the Assembly comes the 1947 Convention, June 8 through 12, in San Francisco. For alluring details, see page 14.

Magnifico! That's the word for the growth of Rotary in South America, Central America, Mexico, and the Antilles. Since the birth of the Rotary Club of Havana, Cuba, in April, 1916, almost 800 Clubs with about 21,000 members have sprung up in that region. Rate of growth continues brisk, too: 43 new Clubs were formed in SACAMA since last July 1.

Next Year, Then? Copenhagen was to have been host in September to a Regional Conference for Rotary Clubs of Europe, North Africa, and Eastern Mediterranean Region, the first such Conference since World War II began. Meeting in the Danish capital in March, the Organizing Committee reluctantly voted for postponement. A survey showed facilities excellent, Danish Rotarians eager, and perhaps 800 Rotarians coming from Britain, Sweden, and Denmark—BUT it also showed few Rotarians would be able to come from other parts of the region. Reason: few countries there-in grant citizens sums of foreign money for travel abroad sufficient to enable Rotarians to pay for hotels and meals in Copenhagen. And—these controls on foreign currency are, in some cases, tightening rather than relaxing. Next step: hope for better times—and a Conference in 1948!

In Charge. Rotary has maintained an office for Continental Europe in Zurich, Switzerland, since 1925. In charge is European Secretary Dr. Lester B. Struthers. When he and his able assistant Miss Esther P. Achard are in the United States for the May Board meeting, Assembly, and Convention, a man new to the office but old in Rotary administrative affairs will take the reins. He is Walter Panzar, member of Rotary's Central Office staff for 15 years, secretary (in France) to Maurice Duperray during the latter's year as President, member of the Rotary Club of Chicago Heights, Ill. Rotarian Panzar's title will be Assistant to the European Secretary.

Nominee. No other nominations for President having been filed on or before April 1, S. Kendrick Guernsey, of Jacksonville, Fla., choice of the Nominating Committee for President, becomes the Nominee for President of Rotary International for 1947-48. Election of President at Annual Convention in such circumstance requires no balloting, may be by acclamation.

Mr. Lie Impressed. As reported here last month, Rotary was one of more than 100 international organizations represented at a conference recently called by the United Nations Department of Public Information at Lake Success, New York. Now comes word that during the conference President Hedke had a 20-minute interview with U. N.'s Secretary General, Trygve Lie, who, readers will recall, wrote of the world organization he serves in an article in this magazine last September. There was scant need, the President found, to tell Mr. Lie of Rotary co-operation with the United Nations. Mr. Lie proved well informed on the subject and stated that he had been personally impressed with Rotary literature about the U. N. Accompanying the President at the interview were Assistant Secretary Charles M. Dyer, of Chicago, and Wesley F. Rennie, President of the Rotary Club of Seattle, Wash. General Secretary Philip Lovejoy was in attendance at the conference for a day.

Vital Statistics. Total number of Rotary Clubs: 6,098. Estimated total number of Rotarians: 298,000. Number of new and readmitted Clubs since July 1, 1946: 276 in 41 countries. All these figures as of April 1, 1947.

Not a Business—but Run Like One

By Norman G. Foster

Chairman, Finance Committee of Rotary International

WHEN sincere, intelligent, forceful business and professional leaders sit down and have a discussion, or a series of discussions, with a definite purpose in mind, something is bound to happen! This is especially true when those highly qualified leaders, acting without remuneration excepting the genuine appreciation of those they seek to serve, concentrate solely on questions, answers, and policies designed for the good of the organization they serve.

Rotary's Council of Past Presidents is composed of ten international Past Presidents. It serves in the capacity of a top advisory group for Rotary International, and discusses the most intimate features of our organization. To such a discussion its members bring a background of experience in Rotary administration which they alone possess.

In their last meeting it was suggested that a projection of Rotary finances be prepared for the next five years. Such a projection, taking into consideration the Annual International Conventions, would determine whether Rotary could afford to continue those Conventions on an annual basis. In addition, this projection would ascertain the need for husbanding the financial resources of Rotary International by investigating the main sources of increased expenditures in both the General Administration and the Magazine during the past ten years.

A projection, as proposed, was presented to the January meeting of the Board of Directors by the Finance Committee. It proved so interesting that it was agreed unanimously that the high lights of this research should be brought to the attention of the general membership through the medium of THE ROTARIAN.

A report to Rotarians on the present state and probable future condition of Rotary finances.

The report revealed a number of interesting facts:

Membership

Our total membership on June 30, 1946, was 279,881 and is expected to reach 359,100 by the year 1951. This would be an average increase of 15,844 per year!

The greatest continuous growth in Clubs occurred from 1929 to 1939.

The greatest growth in membership in any fiscal year occurred in 1945-46.

General Administration

The General Administration of Rotary International during the last 36 years resulted in deficits in only 11 of those years. The "lean" years were 1910-1914, 1918-1920, 1921-1923, 1924-1926, and 1937-1938.

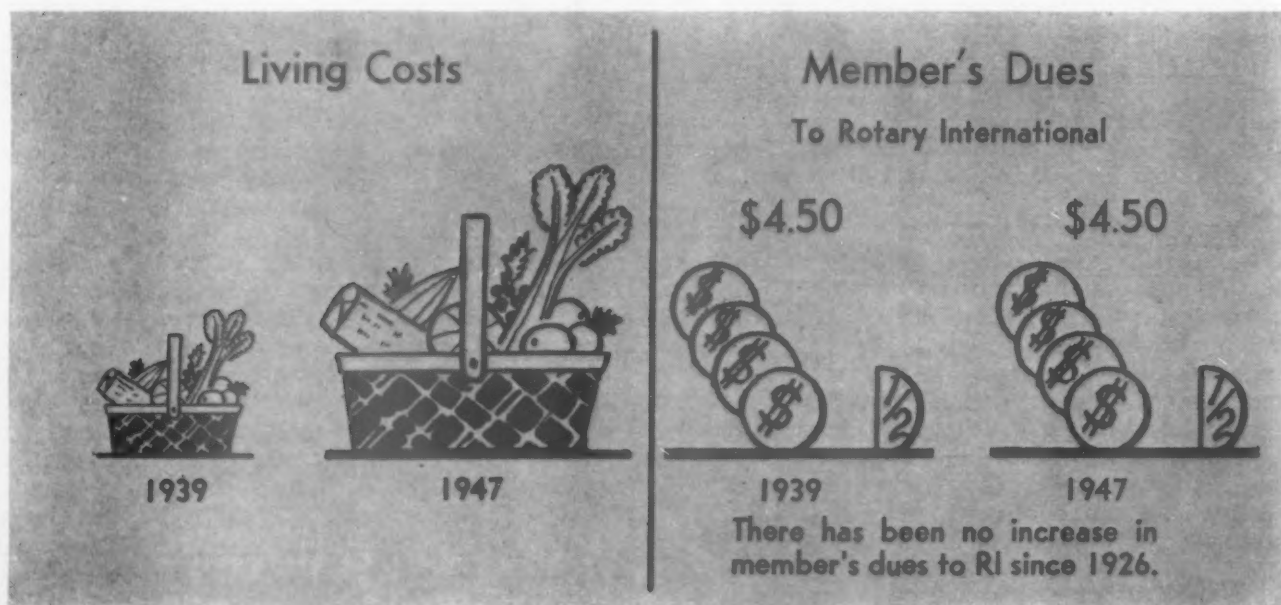
The total deficit for the 11 years amounted to \$107,595, as compared to total gains of \$1,099,476 during the profitable years.

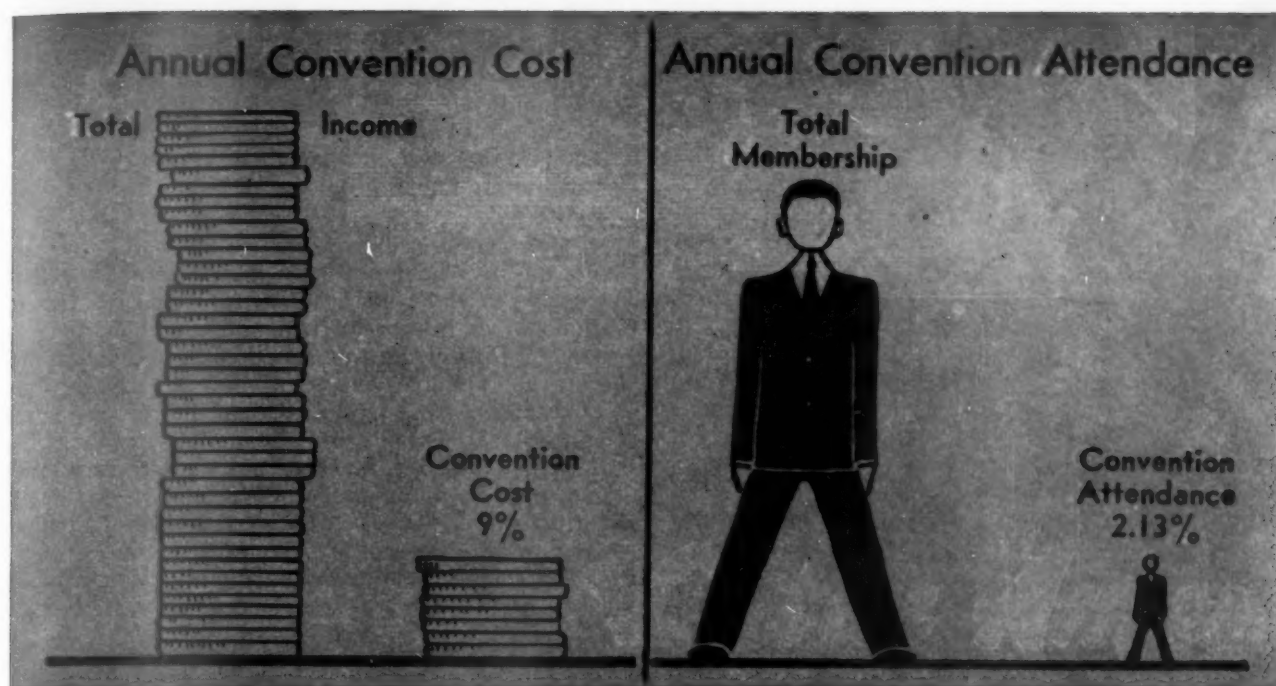
The General Administration expense per Club rose sharply from 1917 to 1921 and reached a peak in 1930-31, when the costs amounted to \$200 per Club, or \$4.40 per member. However, the average cost per Club during the period from 1935 to 1940 was \$171. By June 30, 1946, the cost per Club had dropped to \$170, or \$3.60 per member.

Our average income per Club from 1931 to 1940 was \$176. Today the average income per Club is \$174.

Our total income for the last fiscal year, exclusive of the income from THE ROTARIAN and REVISTA ROTARIA, was \$1,016,549.

This is "big business" any way you look at it!





The Magazine

THE ROTARIAN has operated at a deficit for only two years of its 36 years of publication. Those losses occurred during the fiscal years of 1910-11 and 1913-14. For the last 32 years the Magazine has steadily shown an excess of income over expenditures.

REVISTA ROTARIA, first published in 1933-34, operated at a deficit during its first 11 years. The past two years, however, have seen this Spanish publication rise to the position of also showing an excess of income over expenditures. It is anticipated that these gains will continue.

The income and expense of our Magazine closely follow the membership trend. This is reasonable, as our subscription list is obtained from our membership list. The subscription income is also augmented by an advertising income which is constantly increasing and by a growing number of voluntary subscriptions from other parts of the world. All subscriptions to REVISTA ROTARIA are, of course, voluntary.

International Conventions

From the gay Boardwalk at Atlantic City, through the tropical playground which is Havana, Cuba, northward through historic Toronto in Canada, across the Atlantic to Nice, France, and soon to the lush coffee lands at Rio de Janeiro, Brazil, the long cavalcade of District Governors and delegates to the International Assemblies and International Conventions has wound its way.

An impressive picture is drawn by the figures showing the costs of these Assemblies and Conventions during the past ten years:

1935-36	Atlantic City, New Jersey, U.S.A.....	\$ 86,324
1936-37	Nice, France	165,190
1937-38	San Francisco, California, U.S.A.....	123,096
1938-39	Cleveland, Ohio, U.S.A.....	113,383
1939-40	Havana, Cuba	95,150

1940-41	Denver, Colorado, U.S.A.....	98,025
1941-42	Toronto, Ontario, Canada.....	86,598
1942-43	St. Louis, Missouri, U.S.A.....	62,828
1943-44	Chicago, Illinois, U.S.A.....	60,769
1944-45	Chicago, Illinois, U.S.A.....	53,856
1945-46	Atlantic City, New Jersey, U.S.A....	160,090

TOTAL.....\$1,105,309

NOTE: The three Conventions of 1942-43, 1943-44, and 1944-45 were held under world-wide wartime conditions when attendance was restricted. The 1944-45 Convention attendance was restricted to the bare minimum of Constitutional requirements.

Compare the above figures with the anticipated costs for the next six years:

1946-47	San Francisco, California, U.S.A....	\$259,350
1947-48	Rio de Janeiro, Brazil.....	425,000*
1948-49	(?)	240,000
1949-50	(?)	250,000
1950-51	(?)	260,000
1951-52	(?)	270,000

TOTAL.....\$1,704,350

* The over-all cost of the 1948 International Assembly and Convention in Rio de Janeiro, Brazil, is estimated at \$425,000. However, this cost will be reduced by the receipt of \$100,000 subvention from Rotarians and others in Brazil and by some anticipated income from steamship and tour companies.

We find that the projected annual cost for International Assemblies and Conventions for the next six years is \$284,058. This means that in the next six years we can anticipate that the cost of Assemblies and Conventions will exceed the total for the past ten years.

In projecting the figures for the next six years, the figures have been made deliberately conservative because of the belief that the greatest growth in Rotary International will be in the Eastern section of the world.

Eliminating the costs of the International Assemblies, which are included in the above figures, we find that the actual average cost of International Conventions during the last ten years, excluding the three wartime Conventions, is \$75,849. This brings to light another and somewhat startling fact. The average cost of Conventions has amounted to



THE CENTRAL offices of Rotary International occupy the ninth floor and almost the entire eighth floor of this building. Branch offices are maintained in the three buildings shown at the right.

approximately 9 percent of our average annual income for the same period. Not counting the three wartime Conventions, and eliminating wives, children, and other guests, the actual membership attendance at Conventions has amounted to only 2.13 percent of the total membership.

It has been determined that Conventions can be held without financial embarrassment to our organization; but it is felt that this is not the only conclusion that concerns us.

It is becoming increasingly embarrassing to secure invitations from large cities for our Conventions. Owing to the larger number who attend plus the lack of adequate accommodations, it may be necessary eventually to select one specific location within the United States in which to hold all future Conventions. Taking all factors into consideration, we are rapidly approaching the time when a special study will have to be made to determine whether huge International Conventions best serve our purpose, or whether Regional Conventions should be instituted with an International Convention held triennially.

Income vs. Expense

Costs of living have increased more than 50 percent since 1939. The trend in costs of raw materials, services, wages, food, clothing, and many other essentials of life is continuing upward. Increases in every known field are having to be faced by individual Clubs everywhere, thereby necessitating increased dues from members.

The most outstanding single fact that our research disclosed is that despite all these increases there has been *no increase* in the charges by Rotary International for the maintenance and expansion of Rotary around the world.

You, Mr. Individual Rotarian, still continue to pay \$4.50 per year, the same as paid 20 years ago! This amount has remained fixed despite an increase in

practically every item of expense of Rotary International!

Do you know of any other business, institution, or organization that increased in 20 years in clubs by nearly 150 percent, its membership by approximately 113 percent, and its expenses by approximately 122 percent—and still charged the same for its services?

"How has this miracle been achieved?" you ask.

It has been achieved mainly through an increased income due to an increased membership in existing Clubs. This has not correspondingly increased expenses. During the war, when regular Conventions were not possible, expenses were abnormally low. This enabled the surplus to reach the present figure of \$955,868. These are the tangible reasons. The intangible reasons, however, are equally important and have been the wise and prudent management through successive Boards of Directors, Finance Committees, Officers, and Secretariat staff.

The general picture of [Continued on page 54]



Photos: (top left) Architectural Photographing Co.; (top above) Felton

What Would You Do?

How would you decide in these cases—with millions of dollars balancing on points of business ethics?

SURE, you agree, advertising should be truthful.

But let's get down to cases—three famous cases. Here's the gist of them as revealed by files of the Federal Trade Commission in Washington, D. C.

L The Case of the Dentist Who Wasn't There

A maker of dentifrices was carrying on a huge and enthusiastic advertising campaign.

"But you say this tooth powder is free from all grit and will not scratch the tooth enamel," said FTC attorneys. "Our tests do not prove it. Your claims that your powder is antacid and a breath deodorant are excessive. You say, 'Do as your dentist does—use powder.' But dentists do not use a powder like yours, and your customers cannot get the results dentists do. Your promise of cleaner, whiter teeth if your customers do as the dentist does and use powder is misleading."

The manufacturer scoffed. "The public uses our product and comes back for more, so it must be good. All advertisers claim their goods are best. That sort of claim is not deceptive."

Was FTC finicky in holding the tooth-powder maker should hew to the line of literal truth?

2. The Case of the Havana That Stayed Home

"You advertise your product as a Havana cigar," a cigar company was reminded, "yet you admit—in small type—that 'these cigars are made in the United States entirely and only of domestic tobacco.' We contend the small-print statement does not strike the eye of the purchaser already attracted by your use of the word 'Havana.'"

"We are not deceiving anyone," the cigar men said. "Smokers do not expect Havana tobacco in a cigar selling two for 5 cents. They are accustomed to fancy and meaningless names for cigars. It is a good-natured affair. No one is deceived."

"But you advertise your cigars as 'Havana Counts,' 'Havana Take-Outs,' or 'Havana Throw-Outs,'" the FTC pointed out. "To the public this means culls from a lot usually sold at a higher price—and that is not the case."

"We purchased this brand name 33 years ago, several years before the FTC was formed," said the cigar men. "We have had no complaints and have built up a considerable investment in advertising and goodwill. We think it is a little late for you to tell us we are deceiving the customers who continue to buy and enjoy our cigars."

Is a bit of good-natured exaggeration in advertising harmless? Is it fair to stop a practice 33 years old—and cause a firm to lose money?

3. The Case of Big Type That Didn't Lie

There were giants in the FTC chambers when this case came up—high-powered lawyers from the big automobile companies, for millions of dollars were involved. The arguments raged around "6%" splashed in large type in advertisements of a motorcar-finance company.

"It gives the prospective buyer the impression that he can finance the purchase of a new car by paying 6 percent interest," held FTC attorneys.

Opposition lawyers denied this vehemently. They pointed to an explanatory paragraph in the advertising which stated:

It is not 6 percent interest, but simply a convenient multiplier anyone

can use and understand. Nothing is added in the way of so-called service or carrying charges. There are no extras. Simply a straightforward, easy-to-understand transaction.

"What you actually charge," FTC lawyers countered, "is a 6 percent discount on a loan paid off in monthly installments. Using your own figures, we find that an original unpaid balance of \$400 amortized in equal monthly installments over a period of 18 months costs the purchaser \$36, which amounts to 11.3684 percent simple interest."

There was violent head shaking among defense lawyers.

"But the buyer knows immediately how much he is going to pay," they argued. "Hundreds of thousands of families have been enabled to buy cars because of these small monthly payments, and they consider the plan fair and reasonable."

"No," FTC came back, "they trust you to be fair and reasonable. Whatever promise you seem to them to set forth in your large headline type—namely, '6%'—is the promise that you should make good on."

Was the finance company misleading the public?

Even though customers misread the advertising, was it fair and just to blame the company?

Think out your own answers to these and the other questions raised by the three cases before you turn to page 48 to see what the Federal Trade Commissioners decided.



INDUSTRIALIZE

The Debate

Yes!—To Improve Living

Says Mariano J. M. Ferraz

Brazilian Industrialist

THE 20 republics of Latin America are largely agricultural nations. Though they possess enormous reserves of the elements that make industrial societies possible, they have limited their economies mainly to the production of raw materials and food products.

Should they now industrialize? Should they build increasing numbers of factories for processing at home the wealth of their fields, forests, mines, and seas? In my opinion, they should. For industrialization brings:

1. The fullest use of natural resources.
2. More jobs and better jobs for more people—and thus increased purchasing power for them.
3. An increase in foreign trade.
4. In general, an invigorated national development and a higher standard of living.

The United States offers the out-

standing example of the benefits of industrialization. Even as late as 1880, when it had a population of 50 million, the United States was almost wholly an agricultural economy. Most of the industrial products it needed, even iron and steel, came from Great Britain. From such a position it set out to develop its industry to the fullest extent—and did so without cost to agriculture.

On the contrary, it simultaneously developed its agricultural capacity even further, for, as the buying power of industrial workers increased, their demand for more and better farm products also increased—which resulted in a greater use and development of the agricultural riches of the country. Industrialization would, I believe, have the same effect in Latin America.

Because, in an industrialized

Latin America, exports would no longer be limited to raw materials and food products, but would be swelled by an endless variety of manufactured goods, the foreign commerce of the region would grow tremendously.

Still, I favor a gradual industrialization—not a sudden one. Any nation not yet fully developed agriculturally should not intensify its industrialization until its agricultural activities have achieved a solid basis through good communications and plenty of labor. Industrialization in Latin America cannot, for example, take the same course as it has in Russia, where manufacturing centers of 200,000 or 300,000 persons were built overnight at points where labor and materials abounded.

Our way of life in the Western Hemisphere is different, as is our government. Here in the system of individual enterprise, a few take the risk, develop the business slowly, feel their way along to assure maximum security for the success of the industry. Through small factories working on "cut and try" methods we can capitalize on our natural riches without

falling into the confusion that would inevitably accompany sweeping and sudden changes.

Such progressive industrialization has this further advantage: through it we avoid what some consider a danger—namely, that an agricultural nation which has a means to accomplish great development through well-managed agriculture may become a competitor of small industrial nations.

This is a vital concern, for international trade cannot sustain lightning changes. The older, well-established industrial nations

country confine itself to the manufacture of domestic raw materials only? Or will it go beyond national borders for still other raw materials to process?

It will undoubtedly do the latter to some extent. Yet it will soon discover its limitations in this respect. Modern industrial processes are highly complex and dependent upon numerous factors. Besides finding capital, machinery, and technicians, the industrialist must often import ingredients which can be found only abroad. Many industries in the United

States depend upon imported materials.

Yet, following the example of the United States, any Latin-American country can try to develop industries based on imported raw materials. Furthermore, it will succeed, I believe, provided that the cost of production and the quality of the finished product do not place the manufactured article in an unfavorable position on the local market.

If the items fail to equal the imported competitive article on these two counts, then, as a protection, a high duty would have to be levied on the import—a step I do not favor!—as a means of stabilizing home industry. This would be an artificial condition and without question against the consumer's best interests.

With all these conditions I have pointed out in respect to it, there is, I hold, great need for the industrialization of Latin-American

have a secure place in the buying habits of their customer nations which gives them an advantage over new industrial countries whose output, due to a thousand and one problems attendant upon a new enterprise, may be of uneven quality, unsure delivery, and higher price.

The first goal of a country when it industrializes is, of course, to satisfy its own internal demand for manufactured goods. Only after it has filled that need can it begin to compete in the international market with other industrial nations. If that domestic demand is large enough to warrant action, the country will, naturally, carefully study its home market and launch only those industries that have solid economic bases. Will production costs be low enough to enable the new industries to cope with the fluctuations of supply and demand? Such considerations will need thorough study.

As an incentive for new industries, I believe it can be accepted that selling prices of domestic manufactured goods should be higher up to 10 percent than the commercial prices of similar imported goods. If such an advantage over foreign goods be gained, will the new industry of a given

LARGE exporters of raw materials, Latin-American lands are wondering whether industrialization would not soften such economic blows as world wars and depressions and overproduction deal.



Photos: (left) Westinghouse; (above) Rotarian Donald Clark

countries. Countries which are at present dependent on the changing needs of the world market for the sale of their one or two crops can thus bring a measure of stability to their economic liveli-

hoods. The average man's earnings will increase, his home improve. Experience elsewhere proves that. All along the line, industrialization will accelerate national progress.

to industry of an indigenous type.

Mexico, for instance—and some of its sister republics with a similar economy—can create and succeed with industries based on bananas and other fruits, vegetables of many sorts, cattle, fish, chicle, and so on. It can also multiply the industries based on certain ores and can expand to an extent not yet dreamed of its tourist trade.

Such countries can, in other words, intensify, improve, and perfect their agriculture, cattle raising, fishing industries, and mineral installations and thus develop local-product industries, the ones that do not require a strong internal market, without fear of outside competition.

Later on, even a national demand can be created (if need be, with Government support), and the purchasing power of the average citizen will thus rise.

Further, this rise in purchasing power will likewise increase internal consumption and every home industry will thereby prosper, including those which need a strong home market to grow.

But to force the development of an apparently splendid industry, but one which is in reality artificial, can have only one disastrous result: it can make working people slaves of machines which do not adequately remunerate those who run them.

And—it will sidetrack industry from its principal aim, which is to improve the welfare of the majority of the people of the nation.

No!—The Worker Would Lose

Says Enrique Guardiola

Mexican Newspaperman

THE industrialization of a nation has but one object: the improvement of the lot of the people. To lose sight of this object is to risk leading a nation into a kind of life wholly unsuited to it. It is the one point the nations of Ibero-America must keep uppermost in their minds as they plan their economic futures.

Countries industrialize for one of two reasons—either because they are agriculturally poor or because they are agriculturally rich. When agriculturally poor and overpopulated; they turn if possible to industry to obtain economic compensation for the deficiency. When agriculturally rich, they turn to industry as an outlet for their excessively prosperous agriculture. The degree to which a country industrializes is determined, in other words, by the state of its agriculture.

There are, it can be said, two kinds of industrialization. One is aggressive industrialization—the kind which is instituted in a country agriculturally poor and which must make and export manufactured goods so that it can import the foods and other materials it lacks. The other is prosperity industrialization, or, better, defensive industrialization—which is undertaken to provide investment opportunities for agricultural profits.

Making the choice for industrialization is a vital concern. It cannot be decided on whim. That is why the first question a nation considering the step should ask is: Do we really need more industry?

Many lesser questions must be answered first, however, and though they seem of secondary importance they are the deciding factors. Would it be wise, for ex-

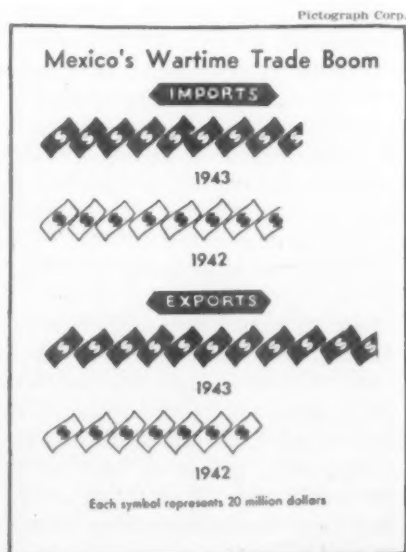
ample, to industrialize a country which has only begun to develop its agricultural potential? Would it be wise for a country whose already well-established agriculture is capable of far greater development to make itself a competitor of small industrial nations which are good customers for its agricultural products?

Let me cite specific cases. Sweden, Norway, Czechoslovakia, and other countries need to buy bananas, coffee, chocolate, all kinds of fruit, preserves, and so on, but in order to buy them they must sell their manufactured goods. Naturally, they can make a mutually better trading agreement with countries that do not compete with them industrially.

Another salient question which any nation contemplating industrialization must answer is: What is the internal capacity to consume? It is sometimes said that nations can live from exports. Except for export within an empire, which is not export at all, but, rather, large-scale internal consumption, this belief is wholly erroneous. The basic success of all industry depends on national consumption.

We see the United States, for example, export in normal times far less than 10 percent of its total manufactured production. In 1939, American factories produced 56 billion dollars' worth of goods, but total U. S. exports that year, including agricultural products, were only 5 billion dollars' worth.

Certain countries, however—and some of them in Ibero-America—can develop an industry or a series of related industries which do not need home consumption for success and which can profit through export. I refer



IF YOU CAN TAKE IT

By William McFee



Illustration by B. A. Benson

IT WAS a bright, hot morning in the Caribbean. The promenade deck was crowded with passengers lying in chairs, taking brisk constitutionals, leaning nonchalantly on the rail, and playing games. On the bridge the commander and his officers were quietly preparing to take the ship's noon position. In the smoking room a group were joining in the daily ship's run pool.

On the after promenade the chief engineer, in a fresh suit of white drill, was taking the air for a few minutes. It was nearly noon, but he had just had his breakfast. He had been up all night on a moderately serious breakdown in his department. One of his boilers had developed a fractured feed valve. He had called out all his staff, and had cut out the defective boiler and emptied it by blowing the water and steam into the sea—which was what caused that funny, humming sound some of the passengers had heard about 4 A.M. He had repaired the valve, filled the boiler, and replaced it in commission. There had been a drop in the ship's speed for a while, a drop unknown to all save the captain, who had had a brief interview with a sweating figure in dirty overalls, who was the same immaculate gentleman now smoking his pipe by the after rail. The ship was doing her full rate of knots, a fact that made him feel slightly complacent.

A gay group, tired of walking around, stopped to make conversation. They did not know exactly who the chief engineer was, for he wore the same uniform, almost, as the captain, even the same number of gold stripes on his epaulets. They asked him how many miles the ship would make that day. They were all in the pool, of course.

He suggested they ask the captain. One of them, looking at the epaulets, inquired:

"Who are you? What are you on board?"

"I'm the engineer," was the quiet reply.

They laughed, and one of the young men, genuinely puzzled, because he had been on the bridge and seen only a young man in white uniform standing there, doing apparently nothing at all, blurted out:

"You guys don't seem to do much!"

The chief engineer relighted his pipe, threw the match over the lee rail, and smiled gently.

"There's a rule in this company, sir," he said, "that the passenger is always right."

He nodded to them genially and went quickly down to his cabin, four decks away.

Another conversation was taking place in the engineers' mess. The men were discussing the chief. A junior was saying:

"He worries too much. It was only a small blow. We coulda done it in Havana. If I'd been him, I'd have let it ride until we got to Havana."

"He didn't want we should get the breaks," another junior said. "He goes lookin' for trouble, believe me. I'd ha' left it a while."

"Maybe you would and maybe you wouldn't," the first assistant said grimly. He was more experienced than any of them down there. "You didn't have the responsibility, that's all. When you're chief, you don't make snap judgments. You don't make wise-cracks either. You gotta take the responsibility, see."

He looked around the mess room with tolerant scorn.

"Suppose he'd done what you say you'da done and that valve had carried away. Suppose it had

blown off the boiler and killed the fire-room crowd. Suppose it blew all the fuses and put the lights out, and chased us all outa the engine room, and stopped the ship. You'd take the responsibility for all that? Okeh, okeh! You say he was lookin' for trouble. What would you be looking for?"

He got up to go away for a good sleep before going on watch. He could do this in perfect serenity and comfort because he knew the chief was there. He paused at the mess-room door for a parting shot.

"It's easy to talk, if you don't have the responsibility."

Often we hear a businessman speak of "the intangibles." An intangible is something that you cannot touch; something that you cannot put on a scale and weigh. It may have no weight in a physical sense, but there is nothing heavier in the world than the intangible of executive responsibility. The burden of making a decision that means the lives of others and puts in jeopardy your own entire career is an intangible. When a ship goes to sea, and all goes well, the commander and chief engineer may do nothing, day after day, for weeks. "What are they there for?" the layman wonders. "What a delightful life! And you say they have vacations with pay? Their whole life seems a vacation to me. It doesn't make sense."

IT DOESN'T, unless one has had responsibility that cannot be delegated. Do you remember how, at the beginning of the Russian Revolution, officers were done away with? And do you remember how quickly the sane men at the top reinstated the officers?

When you are in command, you cannot "go into conference," as the phrase has it. You can't pass the buck to your fellow directors, because you haven't any fellow directors. You cannot put it to a vote either, in a democratic form. You cannot put your ear to the ground and find out what the passengers think by taking a poll, as the statesmen do. You cannot even wait to hear what the columnists think you ought to do. You have to be the boss at once. You have to take the load!

Which is what you are paid to do, and which is a very fine life indeed—if you can take it.

Danger

on Two Wheels

A bike's a fine machine—but too often it's a killer. Here's how towns can make cycling safe.

By J. Richard Wilson

*Chairman, National Safety Committee,
League of American Wheelmen*

RONNIE, age 12, had picked up the pork chops at the market and was now pumping his bike lickety-split up Main Street toward home. "I betcha I can make it in ten minutes, Mom," he had said as he had set out on the errand.

As he raced toward the corner of 8th and Main, a double-parked bakery truck blocked his vision to the right. So slow down? Not Ronnie. He and his rubber-rimmed charger were out having fun—and besides, who wouldn't slow down for a boy on a bike?

Ronnie was in the middle of the intersection when he saw it—a shiny new sedan zooming straight for him out of 8th Street. Ronnie raised up for a quick thrust to safety. But the rattled motorist slammed foot on accelerator instead of brake.

The first thing Ronnie asked about when he awoke—three days later from a long and motionless sleep which had robbed his parents and a lot of hospital people of all sleep—was his bike. "Oh, it's scratched a little," they told him. Weeks later, when he finally left the hospital and saw a brand-new bicycle standing on his front porch, he knew someone had been kidding him. Then his dad showed him the old one. Every part of it—except the saddle, one hand grip, and the pedals—had been so completely smashed and twisted that father and son could only stand and laugh.

Ronnie was plain lucky. Everybody in his prairie city who had seen him fly up over the top of that car and land square on his

head that July day in 1932 said it was a miracle that he had lived. A lot of fine boys and girls weren't so lucky that year. In accidents like Ronnie's 350 persons lost their lives, and most of them were promising young lives. No, autos and bikes didn't mix very well in 1932—though that was probably the duller year in U. S. bicycling history. Manufacturers turned out only 200,000 bikes, and there weren't more than 3 million wheels in use.

How do they mix now—now when *both* bicycle and automobile makers in every industrial country are in a production race? In the United States alone, there will be 2 million new bikes in 1947 (factories could produce 5 or 6 million if the material were available) and probably 12 million bicycles on the road. Well, take the cold figures for 1945—500 persons killed and 20,000 injured in auto-bicycle collisions in the United States—and then warm those figures up with the remembrance that most of those "persons" were somebody's kids—cute youngsters who wanted to be Presidents and airplane pilots and schoolteachers and mothers—and you see that the toll was 500 and 20,000 too high.

Everybody talks about the "bicycle problem," but is anyone doing anything about it? What should be done about it? Tiring of talk that ended with nothing but more talk, Berkeley, California, police went into action in 1940 on a plan that started with bike-safety lectures in schools and



BOY courts disaster. Tempted by his bike's maneuverability, he weaves in and out of the motor-traffic stream.

went on with the establishment of safety lanes at all junior and senior high schools.

Every youth who wanted to ride on Berkeley streets was required to pedal into the safety lanes for a check-up of his lights, horns, and brakes—and of his own cycling ability! Then followed a written examination, given with the cooperation of Berkeley schools, on bicycle safety.

Meanwhile, the city fathers had passed a bicycle regulatory ordinance which provided for licensing of all the two-wheelers in town and laid down the law as to where and how bike riders could ride, what equipment their vehicles must carry, and so on.

That was good. Regulation by ordinance of bicycle traffic is fundamental—and it's coming in more and more communities each year. But then you come to enforcement—and headaches. Here's Jimmy Smith. As nice a kid as you'd want to meet. He has just run a red light. Arrest him and give him a court record? Most officials want to avoid that if possible. Berkeley found the way around it with a "bicycle court." Judge and jury are young cyclists selected from senior high-school classes. Even the "arresting officer" is usually a youngster. Such a court—and many cities have one, by the way—has no



complete index-card record of pertinent data about you is filled out and filed. Then, off you roll, the responsibility of operating this swift, two-wheeled machine safely and legally resting anything but lightly on your conscience. And the net result is that Berkeley, a city of 100,000, had only ten bicycle injuries in 1944, only seven in 1945—and no bicycle deaths in either year!

Regulation, to repeat, is basic. Whether a community wants to enforce its bicycle laws through bicycle courts or through the regular courts which, in some places, are empowered to slap fines of anywhere from \$1 to \$200 on cyclists, is a question it must decide for itself. But let it start with a bicycle ordinance (does your town have one?) and then let it enforce it—absolutely.*

Put a smile on your face and stop the next gang of neighborhood youngsters who come

* See *Stopping Trouble on Two Wheels*, by Paul W. Kearney, *THE ROTARIAN*, August, 1941.

galloping down your street on their bicycles. "I'm making a friendly little poll," tell them. "I want to ask how many of you know whether you should ride on the right- or left-hand side of the street, what the local laws say about riding on sidewalks, whether you have to signal for stops and turns as a motorist does," etc.

The answers you get may surprise and appall you. "Our kids don't know the simplest rules of bicycling," you may conclude. What to do about it? Teach them. That's what a dozen Rotary Clubs in Massachusetts set out to do in the Summer of 1939 when, working with the police department of their cities, they launched and financed bicycle-safety campaigns that provided for the registration of all bicycle riders, took boys and girls in small groups and taught them the principles of safety and law observance, and gave them sets of rules and regulations in printed, easy-to-read form. It's obvious: youngsters must know the rules. They must also know good cycling.

I happen to be a wheelman

RIDING double on a bicycle is against the law in Indianapolis, Ind.—so it's a ticket for these youths. Penalty: attendance at Traffic Instruction School. . . . Wire-haired "Billy" (below) is keeping a vigil at the spot near Old Westbury, New York, where his master was killed by a speeding auto.

legal standing, but if parents of the young offender cooperate, it can prove highly effective and does spare boys and girls court records. One penalty Berkeley's bicycle court often metes out is attendance at the bicycle traffic school. Held Saturday mornings in police officers' classrooms, the school drills the child in bicycle history and mechanics, in road signs, accident figures, State and local laws, etc.

Upshot of the whole plan is that if you want to ride a bike in Berkeley, you must first obtain a license. To get it you must pass a written examination. A license tag is then placed on your vehicle, a police-department serial number is stamped into the frame, and a



Photos: National Safety Council; Acme

from way back and have studied cycling and watched many expert cyclists perform. It pains me, therefore, to see a boy pedal by, his saddle drooping over his back wheel, his handlebars slanting off to nowhere, his legs kinked, and his ankles stiff as sticks. Few children, the fact is, know how to ride a bicycle properly. They know nothing about ankle motion, waste twice the energy necessary, never outgrow the unpredictable weaves and wobbles that drive motorists wild.

YET THEY can learn. If skilled adult cyclists can show boys and girls that there's a fine art to riding a bicycle, they'll soon be looking down their freckled noses at their careless contemporaries and calling them, and I quote, "big dopes."

"A staff of 90 instructors . . . is showing the youth how to ride a bicycle properly," reports Dr. Roland C. Geist, from New York City, in a recent magazine article addressed to teachers. "The primary aim of the present course is to teach safety awheel." What he refers to is the work of New York City high schools. An example of that work is Newton High's Bicycle Club which was organized to (1) encourage touring awheel and (2) promote safe cycling.

Newton's program is different. A definite schedule of activities—short rides, all-day trips to historical points and for Nature study, indoor activities, and other events—gives the youth a knowledge of what real cycling can be and makes it clear as crystal that the good rider is the safe rider. Instead of stressing rules, the Newton plan shows cycling's exciting possibilities—possibilities that, to become realities, automatically require safe cycling. Perhaps it is significant that Dr. Geist, who is behind the Newton project, is one of the world's foremost authorities on cycling lore and has travelled more than 40,000 miles by bicycle in many countries.

The safest way to mix bikes and cars—and remember, incidentally, that the bikes were here first—is to separate them. Prewar Europe and several cities in the United States did it with cycle paths that course along beside regular high-

ways. Narrow strips of brick or concrete or cinders, these cycle paths give the cyclist a highway of his own and the motorist great peace of mind.*

Brown County, Indiana, came up with a next-best idea just before the war. With its wooded hills and its large areas of near wilderness, particularly Brown County State Park, the county is a mecca for Indianapolis cyclists. It's also a favorite spot for motorists. To untangle the hazardous auto and bike traffic snarl that resulted, cyclists laid out a bicycle route connecting Indianapolis with the park, a distance of some 40 miles. Running over black-top roads where auto traffic was light, over wagon tracks where the scenery merited, and up a steep hillside where the rider portaged his wheel, the route began to prove popular with patient travellers who delighted in leisurely exploration of areas closed to motorists. And then the war came along and put most of the promoters in uniform.

The point I would make, however, is that it's not enough just to set up bicycle laws, teach youth the rules and proper riding habits. No, if you're truly concerned about bicycle safety, then you also have to give them a safe place to go, and an incentive to go.

Brown County had the idea on place. Milwaukee, Wisconsin, and many other cities have it on incentive. Group riding—under the eyes of crack adult cyclists who act as road captains and leaders—does it. Every so often Milwaukee's Municipal Bicycle Club, known as the "Muni Bikers" and organized by the Department of Municipal Recreation, strikes out for a youth hostel, spends a day cooking, eating, climbing, riding, and otherwise hugely enjoying itself. "Leadership," says Harold S. Morgan, who directs Milwaukee's municipal athletics, "is the hub of this whole subject of bike trips."

Everybody, I noted earlier, talks about the bike problem. Thousands of people—police officials, educators, auto and bicycle makers, safety organizations, traffic experts, women's clubs, veteran groups—are trying earnestly

to do something about it. And high among them are your own Rotary Clubs. Take this sample:

Cherokee, Oklahoma, organized a Rotary Bicycle Safety Club, membership in which was awarded only after riding and written tests. License and serial numbers of each member's bicycle were filed at the sheriff's office. The Rotary Club gave reflectors and license tags to bicycle-club members. Parties and picnics added to the attractiveness of bicycling. Pawhuska, Oklahoma, sponsored a public-safety bicycle school. Youngsters attending were awarded certificates entitling them to license tags. Dunn, North Carolina, placed signs designating a bicycle route for school children. Manila, The Philippines, urged an ordinance, which was passed, forbidding the riding of two persons on a bicycle.

Why, if so much good work is being done, does a whole small army of children continue to die each year in auto-bike collisions? Why does the safety campaign fall so far short of its goal? Well, let's look back. We achieve cycling safety only when we:

1. Provide regulations and enforce them.
2. Teach cyclists the rules of safe cycling.
3. Teach cyclists proper cycling habits through trained leaders.
4. Give cyclists a place to go and a means to get there.

When we have worked out this combination, we shall find automobiles and bicycles living happily together.

THERE'S one catch, however. Many a community has gone all the way toward one or two of these goals. Few have attained to all four of them. What's needed in every community that wants to solve the bike problem absolutely is coördination. That's what's lacking. You can't build a house unless all the tradesmen are working from the same plan. You can't build an effective program of bicycle safety unless the whole squad is pulling together intelligently. A coördinating agency is the answer, a group with sufficient influence to secure the coöperation of all necessary groups. Does that sound like a job for your Rotary Club?

* See *The Bike Completes a Cycle*, by Garnett L. Eskew, *THE ROTARIAN*, August, 1938.

Speaking of Books—

Photography in the West . . . stamps . . . men and events . . . a publisher . . . a family panorama.

By John T. Frederick

Author and Reviewer

A TRIO of reading snapshots first, this month, of new books of immediate and varied interest; then a longer look at a full shelf.

Here's a just-published volume that seems to me a most promising companion for anyone driving to Rotary's San Francisco Convention in June: so much so that I suggest a hurry-up order through your bookstore for *Westward How!*, by Fred Bond, the roving photographer who has supplied numerous photos for covers of *THE ROTARIAN*.* The subtitle is a description of the book: "through the scenic West . . . how, where, and when to go . . . what to see . . . and how to shoot it."

Here are excellent road maps, dependable mileages and driving time (for miles don't always tell the whole story), information on accommodations as well as on scenic attractions, beautiful photographic illustrations and expert advice on how to make others like them—and all these not for one State alone, but for the whole West. The arrangement of material is sensible, the text concise and straightforward. All in all, this is a book we'll find useful and enjoyable, whenever we travel westward across the United States.

Now books I like especially about two hobbies, one for out-of-doors and one for in. Most of us have gardens, large or small, and even a very small garden has room in it for at least one or two clumps of lilies. Most gardeners find lilies among the most generously rewarding flowers they can raise. Many find them fascinating as a special in-

terest. All that the gardener needs to know about lilies—as far as a book could give it—is offered most attractively in *Garden Lilies*, by Alan and Esther Macneil: practical helps on selection of varieties, planting, and care; the history and lore of lilies; a fine detailed descriptive list of some 200 varieties.

Fall is the time for planting most lilies. Let me suggest that you get the Macneils' book now, study your garden as you read it and through the Summer, and plan for some lilies—or some more lilies—in the Fall. I feel pretty sure you'll enjoy both the book—one of the most satisfactory books on flowers I've seen in a long time—and the lilies themselves.

Every Rotary Club must number at least one stamp collector among its members; with members' families included, in many communities the Rotarian-collectors would run into dozens. For all these, and most notably for prospective and beginning collectors, the appearance of a revised and enlarged edition of *So You're Collecting Stamps!*, by Mannel Hahn, a member of the Rotary Club of Winnetka, Illinois, is an event worth headlining. Step by step and stage by stage Mr. Hahn describes and explains the philatelist's hobby, from the primer grade on, defining terms, describing equipment and processes, answering questions: all this in an easy, informal, and concrete style that I find thoroughly enjoyable.

He shows a range of real values in stamp collecting, suggests many attractive special fields, yet is no fanatical advocate. "If you don't enjoy stamps," he declares, "there is no good reason I can give you for collecting stamps." The way to more enjoyment of stamps for many collectors, surely, lies through the pages of Mr. Hahn's book. If you know a boy or girl who's starting a stamp collection, this book will be an invaluable stimulus and help. If you're a collector yourself, you won't need even that good excuse for getting it.

And now for the main course of this month's reading fare—at once savory and substantial: a whole shelf of biography and history in world-ranging



THURLOW WEED, a powerful figure in American political life for 50 years, is the subject of a book by Glyndon G. Van Deusen.



SINGAPORE founder, Thomas Stamford Bingley Raffles. His problems are made understandable in a recent book by Emily Hahn. Moffett



GEORGE ADE, whose place, Reviewer Frederick believes, is still secure in the affection of readers. Fred C. Kelly has written a biography about this Indiana novelist.



A SKETCH from Fred Bond's *Westward How!* The author-photographer is also the artist.

variety. I suppose it is this inexhaustible variety in the human story truly told which is a major charm of biography: the facts more incredible than any novelist's invention, the endless range of aspiration and emotion. History and biography are inseparable, for every good biography includes much of historical background, and in one sense the history of a period is a constellation of biographies. In both, universality gives meaning. In the subject of a real biography, however far he or she may be from us in time or space, we are certain to recognize attitudes and characteristics of our friends, even of ourselves; and in the experiences of other nations in other times there surely are lessons for our own.

MY FIRST choice of a closely competing shelf, for the significant pleasure that I find in biography at its best, is *George Ade, Warmhearted Satirist*, by Fred C. Kelly. The memory of not a few Rotarians goes back to the days of George Ade's highest fame, to the wholesome fun of *The Sultan of Sulu* and *The College Widow*, to the searching and yet always kindly satire of the *Fables in Slang* and Ade's other books of stories.* The great and the humble were among Ade's enthusiastic admirers: William Dean Howells, William Allen White, Theodore Roosevelt, Woodrow Wilson—and millions of no record.

Ade's place in the affection of readers is still secure, and his place in American literature is larger than has yet been recognized. But even if one had never heard of "Artie" and "Pink Marsh" and Ade's other pen-children, or of the Hoosier writer himself, one would enjoy Fred C. Kelly's biography. Here is biography written as I like it best: with complete knowledge, with thorough competence, but with no assertion or interposition of the writer as such. This book is Ade, not Kelly. That is the measure of Kelly's achievement, of his excellence as a biographer: the reader forgets his very existence in the lively joy of seeing George Ade as a person, hearing him talk, sharing his thoughts and his laughter, sensing increasingly the whole rich pattern of his life, his warmth and greatness of heart. Only belatedly, as one closes the book regretting that it is finished, does one realize his obligation to the writer. This book deserves a place in your reading plans, on your shelves. It will give you a good time, in a full and true sense. And you'll join me, I know, in a sincere "Thank you!" to Fred C. Kelly.

I suppose it's a capacity to lose one's need of self-assertion in one's enthusiasm for a subject that makes for writing

* Long-time readers of this magazine may recall Mr. Ade's *On Glorifying the Grouch*, which appeared in the September, 1937, issue. Mr. Ade was an honorary member of the Rensselaer, Indiana, Rotary Club.—Eds.

of this kind that I find so acceptable. It's not that the writer isn't *there*, necessarily, as a companion or a guide, but that he never demands attention for himself. I've found this engaging quality in two recent books both of which present special fields of history in aspects which overlap with biography.

One of these deals in part with the literary world in which George Ade won his fame, and mentions illuminatingly many writers who were his contemporaries: *Of Making Many Books*, by Roger Burlingame.

This is an informal history of the publishing firm now known as Charles Scribner's Sons, for the first 100 years. Based on a wealth of materials in the firm's records and files, especially correspondence with authors, this book gives an impression of leisure and has a pleasantly personal and conversational quality, yet is admirably organized. Mr. Burlingame has emphasized the relation between publisher and author, to such good effect that his book should be required reading for young writers. It is, among other things, by far the best discussion of this difficult and important subject, author-publisher relationship, that I have ever read. For the book-minded this volume is a gold mine in many ways. But the story of "the uninterrupted continuity of a business in a single family for 100 years" holds much interest for other businessmen, even if not primarily interested in books.

I have never seen London, but like most of my countrymen I hope sometime to do so. When I do, my visit will hold added interest and meaning for my having read *Georgian London*, by John Summerson. This book by the curator of the Soane Museum in London is another example of learning and literary skill admirably used in the service of a subject, not assertively displayed. And what a subject it is: the architecture of London during the 18th and early 19th Centuries. For Mr. Summerson, architecture is an expression of a society. This book is really social history in terms of architecture, and in its pages we find the power and thrust of the swiftly growing city, and the color of its life in terms of actual houses, churches, schools, and the men and women who built and used them. Though for every builder this book holds special appeal, one need not have architectural knowledge to find it, as I have, most highly enjoyable and rewarding.

History by the biographical method is illustrated in fresh fashion and with extraordinary distinction in *The Lowells and Their Seven Worlds*, by Ferris Greenslet. Seven generations of one of the most useful and influential of American families afford the subjects of the related studies which make up this book—studies remarkable both for the sensitiveness and clearness of their de-

lineation of individual characters, and for the enlivening detail of historical context with which the earlier sketches, especially, are enriched.

Ferris Greenslet, for many years editor-in-chief of the Houghton Mifflin Company, is a man of active and discriminating interest in varied fields—in fishing and in sailing as well as in education, literature, and history. All these interests find expression in some degree in this fine book. Rarely has a single volume offered so significant a panorama of American life. Rarely do books of history hold so much genuinely good writing, so much mellow wisdom.

A sound biography that I have found of especial interest is that of *Thurlow Weed: Wizard of the Lobby*, by Glyndon G. Van Deusen. Never elected or appointed to a high office, Thurlow Weed was a mighty power in American politics for almost 50 years. Mr. Van Deusen has done a needed job of research, carefully and thoroughly examining voluminous papers and many files of periodicals, and has presented his findings in an objective, balanced, and well-written book. It throws much new light on American journalism and American politics of a century ago.

IN *Raffles of Singapore*, Emily Hahn—who is a sister of Mannel Hahn, already mentioned—disclaims the intention to present newly discovered facts. Her book is meant, rather, she tells us, "for the ordinary person who, like herself, was cheated at school by bad teaching and never learned of history's true deep pleasures until he was able to dispel his early false impressions." She has sought, accordingly, to avoid the "dull, pedestrian language" in which history used to be written, even at the risk of "leaning too far in the other direction." I don't think she has leaned too far.

She has made accessible to the modern reader much of the texture of the life of Thomas Stamford Bingley Raffles, official of the East India Company and founder of Singapore—even something of his elusive personality. She has made understandable to the reader the problems he faced, the disappointments he encountered. Particularly she has placed in emphasizing perspective his hatred of slavery and his constructive efforts in behalf of the native peoples of Indonesia. In the light of contemporary problems and events this book has double significance.

Books mentioned, publishers, and prices: *Westward How!*, Fred Bond (Camera Craft Publishing Co., 376 Sutter Street, San Francisco, California, \$6.95).—*Garden Lilies*, Alan and Esther Macnall (Oxford, \$3.50).—*So You're Collecting Stamps*, Mannel Hahn (Dodd, Mead, \$3).—*George Ade*, Fred C. Kelly (Bobbs-Merrill, \$3.50).—*Of Making Many Books*, Roger Burlingame (Scribner, \$3.75).—*Georgian London*, John Summerson (Scribner, \$5).—*The Lowells and Their Seven Worlds*, Ferris Greenslet (Houghton, Mifflin, \$4).—*Thurlow Weed*, Glyndon G. Van Deusen (Little, Brown, \$4).—*Raffles of Singapore*, Emily Hahn (Doubleday, \$3.50).

Peeps at Things to Come

PRESENTED BY HILTON IRA JONES, PH. D.

● **Lifelong Auto Finish.** Within five years, engineers say, silicone lifetime finishes will be so developed that you can throw away your polishing rag and stop worrying. The silicone paints will retain their color and gloss permanently on autos, refrigerators, ranges, and hospital equipment. Brighter and clearer colors are being developed. Silicone-treated test panels have been exposed to severe weather conditions for three years and the surface is virtually unaffected. Panels immersed in acid and alkali solutions show similar results. These finishes are proof against hot grease, fruit juices, and iodine.

● **Color Guard.** The spectrophotometer is able to record color so accurately that it can distinguish more colors than there are grains of sand in the universe. It is an "instrument of a thousand uses." With it one can match new false teeth to old ones, detect good oysters from bad, match the smudge on a handkerchief with the lipstick found in the purse of a criminal suspect, measure the exact amount of fading produced by a laundry in doing the family wash, or even "taste" beer, making possible its standardization. Its commonest use is to settle disputes regarding color matching. Instead of seeing white, as the eye does, it sees how much of each of the spectrum colors is blended in each sample of white.

● **Stops Spud Sprouts.** For a long time farmers have known that binning apples and potatoes together helps to check potato sprouting. Chemists know that the apples give off ethylene gas, which retards sprouting. The new synthetic methyl ester of alpha naphthalene acetic acid is much more effective. Less than a quarter teaspoonful dusted into a bag of potatoes in August will keep them sproutless until May. Both powder and spray solution are used. This chemical is closely akin to that used in preventing premature falling of apples from the trees.

● **Thinning Fruit.** Apples, peaches, and other fruits must be thinned in order to obtain the best results. Doing this by hand is laborious and expensive. The number of fruits per tree can be cut 50 percent by spraying two weeks after full bloom with "peps" (poly ethylene poly sulphide) to which zinc dimethyl dithiocarbamate and cyclohexylamine have been added. The "peps" is really a sticker for holding the other chemicals so that they cannot be washed away by rain. The concentration is important. One-fourth pound of zinc dimethyl dithiocarbamate and

cyclohexylamine per 100 gallons of water is about the right mixture for thinning peaches. It is found that least desirable fruit is always eliminated.

● **Cold Alarm.** Most temperature alarms have been for high temperatures—fire alarms, oven alarms, and the like. Now there is need for a cold alarm to protect frozen-food cabinets. Most low-temperature thermostats are of the temperature-sensitive bimetal type, which must have quite a different arrangement from those for high temperatures. By reversing the contact points, such a low-temperature switch may be used to operate bell, light, or other alarms when temperatures fall to a predetermined low point.

● **War on Insects.** Insects under attack from DDT, hexachlorobenzene, and gamhexane now must face hexachlorocyclohexane, a wettable powder used as a water spray or for dust application. This English insecticide is said to have proved effective against lice, weevils, aphids, locusts, and grasshoppers in Africa and the Mediterranean area.

● **Soil Tester.** Farmers have depended on State agricultural colleges and experimental stations for knowledge as to

the chemical makeup of soil. To be of value, soil analyses must be made periodically, best of all by the farmer himself. There has been developed a simple test outfit which any farmer can quickly learn to use. It will determine soil acidity as well as nitrogen, phosphorous, and potassium content, figured as pounds per acre. By comparing results with soil standards, it is easy to see how much fertilizer is needed.

● **Sudsless Soaps.** Several companies have done such a good job of advertising that most people believe the excellence of a soap or detergent is measured by the suds it makes. Of course, every chemist knows that there is no connection between detergency and sudsing, some of the best detergents yielding no suds at all. A chemical company has just come out with a sudsless detergent. A merry battle is promised between the sudsers and the sudsless.

● **Terminating Termites.** The annual damage from termites in the United States is estimated to exceed 50 million dollars, yet the installation of a permanent termite-control system should not be more than 2 percent of the cost of a house. In sections of the South, more than 90 percent of houses show termite infestation.

● **Cancer Fighter.** Commercial production of carbon C^{13} , the heavy isotope used in medicine for tracer purposes, has just been announced in 20 to 25 percent concentration. Most of the product above the 18 percent concentration is going to the American Cancer Society. It may soon be available to all physicians for diagnostic cancer work. When first used by the New York Memorial Hospital as a tracer in biological research, only half a gram of C^{13} as a 20 percent concentration in the cyanide form was available and it was valued at \$200.

● **All Wet.** The old method of keeping concrete pavements moist during the curing period by covering them with wet straw has always been troublesome. The oozer hose used on lawns will not do, as it lets the water out much too rapidly. A rubber company is producing an oozer hose from which water seeps gently and continuously. The special fabric used may be made in a wide range of densities.

● **'Ham' Aid.** "Ham" radio bands are crowded since the war. Confusion and noise are terrific, making distance difficult to get. One "ham" has produced a complete electronic circuit in a container about the size of a kitchen matchbox. Following the trend in frequency modulation and television, it "matches" antennae to receivers for better reception, multiplying the power of incoming signals twenty-fold.

Letters to Dr. Jones may be addressed in care of THE ROTARIAN Magazine, 35 East Wacker Drive, Chicago 1, Illinois.



THE United Nations delegate speaks only in French or Russian? And some delegates understand only Chinese or Spanish or English? This one-pound portable wireless receiver will help them out. A selector switch permits a listener to tune into versions of speeches in the U. N.'s five official languages. The aerial? It is in the strap that's around the listener's neck.



A drama with a happy ending—involving 40 Kansas Rotarians and a theater of the '90s.

LUCKILY, Lyons Rotarians had a professional decorator, Mike Kennedy, on the roster. Here he hangs a Rotary wheel in the new Club headquarters.



GREASE paint has given way to cooking grease in this former dressing room offstage. These Rotarians put the finishing touches on a modern blue and white kitchen they have installed.

IF ENVIRONMENT cuts as much ice as some say it does, the town of Lyons, Kansas, can look for strange actions from its 40 Rotarians. It can expect to see them studying their profiles in Main Street store windows . . . interrupting curbstome chats with Shakespearean soliloquies . . . taking deep bows at the faintest clap of a hand . . . and sporting longer hair and louder clothes. For, la-deez and gentlemen, the Rotary Club of Lyons has moved into the old opry house!

Yessir, where audiences once sat and wept over *East Lynn* these 40 business and professional men now sit and eat their Tuesday luncheon. And on boards scuffed rough by the shoes and props of famous road companies of yesterday, they parade their weekly talent.

Other Rotary Clubs, I know, have met in odd places, too. To vary the scene, they've held meetings in Chinese junks and European castles, in soaring airplanes and Michigan dairy barns, in circus tents and coal-mine tunnels. But here's a Club that meets in an odd place every week. It owns it.

That's rarer. Few of Rotary's 6,000 Clubs have their own private quarters. Mexico City, Mexico, has; it has just opened a beautiful new layout complete from dining quarters to Turkish baths. Lacon, Illinois, has; it turned a store basement into the chummiest of Rotary rendezvouses. Hollywood, Florida, and Santa Barbara, California, and others have their own homes—but still these Lyons are in a class by themselves.

"We were pushed into it, you might say," explained Club President Wallace

W. Bruce as he drove me uptown from the station. (My presence in Lyons was urged, by the way, by you know who will soon be glaring at this copy.) "We were tired," President Wally went on, "of shifting our meetings from place to place, as we'd had to do throughout the two years of the Club's life. We wanted to dig in somewhere. But where? Then someone [Wally himself, I learned later —SPDMN.] thought of the old Butler Opera House. Built in 1883 and popular until 1908, it had stood abandoned for 30 years. Ah, here's a parking place."

Up one flight of stairs from the street, and there we were. Other Lyons Rotarians had begun to gather for the weekly meeting, and from them I got the rest of the story. President Wally's idea had caught on at once, they said, and everyone was assigned a job and he did it. Down came layers of old wallpaper. Up went bright new stuff. The floor had looked like a bulldozer proving ground, but they slicked it up to look as good as the hardwood under your living-room rug. The two dressing rooms became, respectively, a kitchen and a powder room for lady guests.

Nobody was too dignified to pitch in. One night an attorney and the owner of the leading women's store operated mops. Mike Kennedy, a professional decorator, had charge of interior renovating. A bachelor, he spent so many nights at the job, fellow members thought they should have to build him an apartment on the premises.

At last the job was done. The big dedication party was attended by 100 couples, including representatives from 13 other Rotary Clubs.

For sparkling entertainment, President Wally (who once had his own stock company, but now runs a local cinema) had an idea that really clicked. From Tom Breneman, a friend of trouper days, he got a load of those hilarious women's hats that Tom made famous on his radio program. Some were auctioned off, the proceeds going to the Braille System for the blind. But the silliest ones were set aside for a special sale, the rules being that buyers had to step onstage before the shrieking throng and be crowned with the purchase by their wives.

Well, that's the story. Since that gala opening, things have quieted a bit in Rotary Hall, as the old opera house is now known—but they'll never go dead. In a theater you act or you're out.

And, say, that stuff I led off with about Lyons Rotarians going "up-stagey"—that was pure nonsense if I've ever written any, and I have.

—Yours, THE
SCRATCHPAD MAN



THE NIGHT the old opera house reopened under Rotary's banner was a gala occasion. Throughout the hall music was heard again, only it was the modern rhythm of Wayne Wills and not an aria from *I Pagliacci* or sad ballad of an old-time minstrel show.

ON THE light side, dedication night featured the sale of Tom Breneman hats. Buyers had to model their purchases. One "lucky" purchaser was District Governor J. R. McKechnie, from Greensburg, Kans., who is seen being fitted with his "stunning" acquisition by Mrs. McKechnie.



IN THE auditorium those who enjoyed dancing danced. Those who wanted to chat found good listeners. Others just relaxed. Elsewhere celebrants feasted on a buffet supper and soft drinks.





Rotary Reporter

Concert Funds Buy Incubator

In several Rotary Clubs in Mexico, the emphasis is currently on Community Service projects. For example, the Club at JALAPA recently sponsored a concert to raise funds for the purchase of an incubator for the local maternity hospital. The Club also provides daily breakfasts for poor school children and aids needy students in grammar and high schools. . . . GUADALAJARA Rotarians played a prominent rôle in providing two water-purifying plants for their city.

Train Youth at Pietermaritzburg

There is now a better understanding of the rudiments and functions of youth-club work in and around PIETERMARITZBURG, UNION OF SOUTH AFRICA, thanks to the efforts of the local Rotary Club's Youth Welfare Committee. Several weeks ago the Club sponsored an intensive short course for the training of youth leaders. Some 40 young people attended, including delegates from youth clubs and senior high-school youths. The topics included a study of the aim and purpose of youth clubs, the functions of a youth leader, program planning, and youth-club activities.

Quebec Conducts Talent Search

Most of the musical talent in QUEBEC, QUE., CANADA, has come out of hiding as a result of the search for talent conducted by the local Rotary Club. Teachers were invited to

list their students for auditions—which were held at the weekly Rotary meetings. Final judging in the competition will be held at the Spring Conference of Rotary District 193. There will be Rotary purses for the ten finalists.

On the Banks of the Sabarmati . . .

When present plans materialize, the Rotary Club of AHMEDABAD, INDIA, will be housed in its own Club building on a choice site on the banks of the Sabarmati River. In order to finance the construction, dues and membership fees were increased, and members loaned the Club 100,000 rupees—which will be paid back without interest.

United Nations Is Essay Topic

Since the youth of today will be called upon to bear the burdens of tomorrow, the Rotary Club of CHELTENHAM, ENGLAND, felt that the youth of its community should be conversant with the United Nations Charter. So it sponsored an essay contest for the youths from 16 to 19, offering book prizes. Each winner also received a specially designed Rotary bookplate.

Host's Badge Is a Beard

This is the season for Rotary District Conferences, and many an unusual program calculated to inspire, inform, and entertain Rotarians and their ladies is being staged. One thing that was to happen at the Conference of District 151 in TRAVERSE CITY, MICH., would fall in that last category—entertainment—if anywhere. Host Club members were to appear with fine growths of chin whiskers, mustaches, and sideburns. Actually, they are cultivating these adornments for their



Photo: Phoenix Gazette

ROTARIANS of Ajo, Ariz., recently saw the latest thing in "alligator luggage"—so late that it was still alive, but in a state of semi-hibernation. Member J. B. Kindred (in plane) flew Bill Kimbrell and the pet 'gator from an alligator farm for a program on the habits and diet of the saurians.

city's centennial celebration to be held in July, but the stunt was expected to help Conferees in this way: They could spot their hosts without trouble.

Greetings to 63 More Clubs!

The roster of Rotary International has been increased by 63 Clubs—including seven readmitted. Congratulations to them all! They are (with sponsors in parentheses) Kirkby-in-Ashfield, England; Malton and Norton, England; Southwark, England; Maysville (Trenton), N. C.; Merrill (Alma), Mich.; Amityville (Bay Shore), N. Y.; Drachten, The Netherlands; Lindesberg, Sweden; Vence, France; Nymburk, Czechoslovakia; Mountain Grove (West Plains), Mo.; Cato (Red Creek), N. Y.

Livermore (Niles and Hayward), Calif.; Peckham, England; Newquay, England; Allen Park (Taylor), Mich.; Winchester (Tullahoma), Tenn.; Walnut Cove (Madison), N. C.; Fowlerville (Howell), Mich.; Issoudun, France; Verviers, Belgium (readmitted); Soochow, China (readmitted); Bruges, Belgium (readmitted); Netcong-Stanhope (Rockaway-Denville and Dover), N. J.; Edmeston (Oneonta), N. Y.

Franklin (Unadilla), N. Y.; Deposit (Hancock), N. Y.; Summerville (Charleston), S. C.; Brownsville (Leitchfield), Ky.; Ringtown (Shenandoah), Pa.; Port

THE SCOUTING program of the Rotary Club of Charleston, S. C., was brought home to its members when the Scouts attended a recent Rotary meeting—not as guests, but as producers of the program. In the picture at left, Scout C. W. Martin, Jr., is shown collecting attendance slips, and in the photo below, Eagle Scout Bill Frederickson is serving as Secretary. Rotary Secretary George Rogers is at his left.

Photos: Jenkins





THE "Schoolmasters' Rotary Club" holds another annual meeting—during the recent convention of the American Association of School Administrators in Atlantic City, N. J. Rotary's President Richard C. Hedke (nearest microphone) was guest-speaker. Among others at the head table are Herold C. Hunt (fourth from left), of Kansas City,

Mo., new president of the Administrators Association; Eugene B. Elliott (fourth from right), of Lansing, Mich., 1947 head of the Schoolmasters; and Stanley R. Clague (extreme right), of Chicago, Chairman of Rotary's Magazine Committee. Not shown is Willard Goslin, of Minneapolis, Minn., the schoolmaster's president-elect.

Photo: Fischer

Carbon (Silver Creek-Schuylkill Valley), Pa.; Kouvola, Finland; Nykarleby, Finland; Frederikssund, Denmark; Saint-Quentin, France; Glen Head (Glen Cove), N. Y.; Dunkerque, France (readmitted); Mount Vernon (Mansfield), Ohio.

West Winfield (Richfield Springs), N. Y.; Elysburg (Shamokin), Pa.; Hedemora, Sweden; Prerov, Czechoslovakia (readmitted); Uherske Hradiste, Czechoslovakia (readmitted); Girardville (Shenandoah), Pa.; Coopersville (Grandville and Grand Haven), Mich.; Nordmaling, Sweden; Ramsey, England; Waimate (Timaru), New Zealand; Sandefjord, Norway (readmitted); Apucarana (Londrina), Brazil; Casa Branca (São José do Rio Pardo), Brazil; Vargen Grande do Sul (São José do Rio Pardo), Brazil; Villa Caparra (Rio Piedras), Puerto Rico; Ciudad Guzmán (Guadalajara), Mexico; San Francisco de Macoris (Santiago de los Caballeros), Dominican Republic.

Tupã (Pompéia), Brazil; Paso de los Libres (Uruguayana, Brazil), Argentina; Olinda (Recife), Brazil; Jaipur, India; Forest Hills (East Pittsburgh), Pa.; Flekkefjord, Norway; Sikeston (West Plains), Mo.; and Alton (Thayer), Mo.

Minstrel Show Paves Way

By staging a minstrel show recently, the Rotary Club of MONSON, MASS., provided the wherewithal for its many community activities. After the Club's popular show, the Club sponsored an all-patient troupe for a show given at the local State Hospital.

Humorous Lilt to Cage Tilt

It was all in fun, but the recent basketball game between teams of the Rotary and Kiwanis Clubs of RYON, Wis., caused great groaning and gnashing of teeth, according to press reports. The Rotarians appeared for the game in football uniforms, and their opponents wore boxing gloves. After streamlining to cage attire, the Rotarians forged ahead and won handily, 28 to 12.

The Rotarian Eyed by Students

High-school students of OAKLAND, CALIF., are writing a series of articles for *The Live Oak*, the publication of the local Rotary Club. Written on "Why I Read THE ROTARIAN," they disclose how the youths use Rotary's magazine and what they find in its



A STYLE SHOW, featuring everything from nightgowns and bathing suits to dinner and wedding gowns, brought down the house at

a recent meeting of the Rotary Club of Palmyra, N. J. Yes, it happened to be ladies' night, so the style pointers weren't wasted!

Photo: Woodworth



ROTARIANS of Sioux City, Iowa, are still smacking their lips over the wild-turkey feed which they enjoyed several weeks ago.

It was the culmination of a "turkey shoot" attendance contest, in which 12 teams were selected according to members' birth months.

Photo: Rotarian "Dick" Whittington



DEEMING it a good way to spread knowledge of Rotary, the Los Angeles, Calif., Rotary Club gives all its non-Rotarian speakers

a subscription to *The Rotarian*. Here President Roger W. Truesdall (right) hands U. S. Senator William Knowland his first copy.

pages. For several years the Club has provided four copies for each of the local high schools.

The first official action of the recently admitted Rotary Club of SIMSBURY, CONN., was to vote special subscriptions to THE ROTARIAN for the local library and to REVISTA ROTARIA for the local school.

Bombay Sizes up a Job

Nearly three years ago the Community Service Committee of the Rotary Club of BOMBAY, INDIA, considered the desirability of adopting the village of DHARAVI, at its outskirts. The services of a graduate of an institute of social sciences were obtained, and a detailed economic and social survey of the village was made, which pointed out the many possibilities for improvement. A report of the findings was recently published in a 48-page booklet.

Sugar Brings Sweet Returns

The AURORA, IND., fight on infantile paralysis was benefited by an idea sprung at a meeting of the Rotary Club. Two five-pound bags of sugar were offered for sale at auction, bringing \$32.

Little Clubs Limited? Look!

The Rotary Club of BETHALTO, ILL., is young as Clubs go, but it has accomplished more in its six years than citizens dreamed possible. With no bank nearer than ten miles, a Rotary survey disclosed the need and desire for a bank in the community. After an investigation, a citizens' committee was appointed, and several months ago a national bank began operation. The Club was instrumental in bringing a new telephone system to the community. Other Rotary-brought improvements have been a street-and-house-numbering program, organization



HERE are some of the participants in the first annual intercity meeting and ski competition recently organized by the Rotary Club of Comminges, France. A cup was first prize.



ANGUS CAMPBELL (left), first President of the Rotary Club of Pembroke, Ont., Canada, accepts an engraved watch as a tribute for having saved the lives of two men who were nearly electrocuted. Both of the men were on hand to witness the gift presentation.

Photo: Morris



THEIR best Spanish manners and costumes were paraded at the recent intercity fiesta which the Rotary Club of Walsenberg,

Colo., sponsored. Here are members of the Huerfano County high-school Spanish class, who provided bright color and entertainment.

of 4-H Club and Boy Scout work, and regular Halloween parties.

The MILTON, N. C., Rotary Club is responsible for bringing an improved telephone system to its community. . . . The RAYMONDVILLE, TEX., Rotary Club recently backed a bond issue for a street-paving project. . . . A city directory was compiled in BUFFALO, Mo., through the efforts of the local Rotary Club. . . . A theater company was brought to VIRGINIA BEACH, VA., as the result of efforts made by the Rotary Club to bring worth-while entertainment to that community.

Fourth Object Is Personal Project

They bring the Fourth Object of Rotary International down to the personal level in the Rotary Club of GRAND RAPIDS, MICH. Salutations are extended to a different out-of-country Rotary Club at each meeting, when the member assigned gives a brief talk on the Club, community, and country being honored. Often the speaker has visited that place, and can give enlightening firsthand information. After each meeting a printed salutation is dispatched to the honored Club, bearing the signatures of all GRAND RAPIDS Rotarians who have visited there, the names of Club officers, etc.

Ladies' Day in Every Way

There was no doubt in the minds of YONKERS, N. Y., Rotarians that they had a "ladies' day" recently. Just as their meeting was getting underway, they were surprised to see their wives marching in from the kitchen. The "surprise guests" took over the program, and in the discussions which ensued the Club's high-school guests, the ladies, and even the members learned something about Rotary.

Well-Known Girl Steals Show

Dressed as octogenarian crooners (with cane, crutch, wheelchair, and flowing-whisker "props") four members of the Rotary Club of CEDAR RAPIDS, IOWA, won first prize in the barbershop-quartette competition which was a part of the recent CEDAR RAPIDS Civic Club Olympics contests. The song [Continued on page 56]



A page or two of Rotary 'personals' . . . and news notes on official and other matters.

Scratchpaddings

ONE IN A MILLION. Several weeks ago JAMES W. WALKER, Secretary of the Rotary Club of Lynwood, Calif., discovered that his birthday and that of the Club President, WARREN L. DAETWEILER, would fall on the same day. The big day was also the regular meeting day of the Club. Figuring that there was about one chance in a million of that combination of circumstances happening, they decided to capitalize on it, and built up considerable interest in a "surprise program." DISTRICT GOVERNOR HUGH M. TINER, of Southwest Los Angeles, was the guest speaker.

Salute to 'Bob.' Rotarians attending the District 155 Conference in Richmond, Ind., in April planned to pay special tribute to ROBERT E. HEUN, Rotary International's First Vice-President in 1931-32. Active in affairs of the Richmond Rotary Club for 26 years, he recently retired as Club Secretary, Program Committee Chairman, and Director.

Another 'Oldest.' When the roll of oldest active Rotarians is called, mem-

bers of the Rotary Club of Muscatine, Iowa, believe that the name of GEORGE M. TITUS should be included. Holder of the real-estate classification in the Muscatine Club, ROTARIAN TITUS will be 91 this month. He has a good Rotary attendance record, is very active in business, and rides a hobby—Mississippi River development—with the enthusiasm of a youngster.

Gavels. THE SCRATCHPAD MAN has learned more about the gavels which RALPH H. ALTON, of Uxbridge, Mass., has presented to Rotary Clubs of his District (197). For instance, the head of the gavel he gave to JOHN B. O'ROURKE, the President of his own Club (see THE ROTARIAN for March, page 51), contained 1,024 quarter-inch cubes of wood. GOVERNOR ALTON spent two and a half years of spare moments making his gift gavels in his hobby shop. Made of 27 kinds of wood, they have been given to the 27 Clubs of his District. Another ALTON gavel was recently given to JOSEPH W. MARTIN, Speaker of the United States House of Representatives and an honorary member of the Rotary Club of North



"HERE'S a trick I did as a kid," Rotarian Henry Bertelson, of Spokane, Wash., tells Mike McLean, a Rotarian's son, at a YMCA camp. The Spokane Club sponsors campers and supplies camp equipment. It has earmarked \$6,000 for its Boys Work projects.

Attleboro, Mass. Containing 80 pieces, symbolic of the 80th Congress, it was presented by the Rotary Club of Attleboro, Mass. SPEAKER MARTIN holds the gavel in the photo on page 54 in THE ROTARIAN for March.

Bulletin Builder. For several years EDWIN A. BEMIS, of Littleton, Colo., has been conducting a contest among Club bulletins of District 113, of which he is

Meet 'Phil' and 'Dick'

Here are brief biographical profiles of the General Secretary and the Treasurer of Rotary International.

AS SECRETARY of Rotary International, PHILIP LOVEJOY is managing officer of the world-wide organization, working under the supervision of the President and control of the Board of Directors—carrying into effect the policies and decisions of the Convention and the Board.

Born in Portland, Maine, he was graduated from the University of Michigan, and saw service during World War I as a personnel officer in the American Expeditionary Forces. He held administrative educational positions in Michigan until 1930, when he joined the staff of Rotary International as Assistant General Secretary, a post he held until 1942.

A member of Phi Delta Kappa, the American Educational Research Association, the Executives' Club of Chicago, and the Chicago Athletic Association, "SECRETARY PHIL'S" first Rotary connection was as a member of the Rotary Club of Mount Clemens, Michigan, in 1924.

Three years later he became a member of the Rotary Club of Hamtramck, Michigan, and later served as its President.



Lovejoy

He has been a member of the Rotary Club of Chicago, Illinois, since 1931.

Now serving his second term as Treasurer of Rotary International, RICHARD E. VERNOR is a member of the Rotary Club of Chicago, Illinois. He is manager of the fire-prevention department of the Western Actuarial Bureau, and supervises the work of the fire-prevention associations in 19 Midwestern States.

Born in Detroit, Michigan, he was graduated from Albion College, is now a member of its board of trustees.

He was president of the National Fire Protection Association during its golden-jubilee year (1946). Also a past president of the Greater Chicago Safety Council, he is chairman of the annual Fire Department Instructors' Conference and a member of the executive committee of the National Fire Waste Council of the United States Chamber of Commerce.

A Past President (1935-36) of the Rotary Club of Chicago, "TREASURER DICK" has served Rotary International as a Director (1941-42), District Governor (1937-38), and as a Committeeman and Committee Chairman. Besides serving as Treasurer he is also a member of the Investment Committee.



Vernor

Photo: Hauger-Dort



JOHN H. McDANIELS (left), President of the Rotary Club of Toledo, Ohio, and Paul V. Brown (right), Governor of District 157, greet Rotary's President, Richard C. Hedke, at a 30-Club intercity gathering in Toledo.



FRANK BARNES (center), of Manistee, Mich., receives the red rose citation from Past International President Ed. R. Johnson, of Roanoke, Va., at a meeting of the Rotary Club of Fort Lauderdale, Fla. The host Club President, Paul Meyers (right), examines it.

Photo: Walden



EUGENE W. GROOVER (right), President of the Rotary Club of Miami Beach, Fla., receives the flag of El Salvador from a Rotary Club visitor—José Ma. Lelara Estrada, a member of the San Salvador Rotary Club.

a Past Governor. Many publications have been started as a result of this stimulus, and the quality of others has improved. There are now 65 Clubs in the District, and practically half of them issue bulletins. "Can any District beat that record?" ROTARIAN BEMIS asks. Can it?

Advice. "Do not be afraid to elect the right men just because they are young in years." That's the considered advice of G. H. JOHNSON, a charter member of the Rotary Club of Arnold, Nebr., to all Rotary Clubs. Ever since its founding in 1929 the Arnold Club has been led—and well—by men of middle age, he reports. But now its three top officers, single men in their middle 20's—WILLIAM C. CROSLAND, President; ROBERT L. MAY, Vice-President; and WAYNE C. CUNNINGHAM, Secretary-Treasurer—in the opinion of ROTARIAN JOHNSON are handling Club affairs very efficiently.

Greetings. Rotary's international President, RICHARD C. HEDKE, of Detroit, Mich., and his wife, LOUISE, were guests of the Rotary Club of Pittsburgh, Pa., several weeks ago. Their visit so inspired BERT H. SMYERS, the Pittsburgh Club's poet, that he wrote this verse, which appeared in the Club's *Live Steam* the next week:

*Welcome, Rotarians Dick and Louise—
Humanitarians de luxe, if you please!
Rotary welcome from Pittsburgh District—
Heartiest welcome could ever be picked;
City of iron, of coal, and of steel,
Welcomes the Hedkes—how proud we feel!*

*Friendship, with Hedkes, is always sincere—
Friendship thus brings you to visit us here.
Bearing the banner of peace and goodwill—
Trying the Rotary aims to fulfill;
Great emissary to nations abroad
Of Golden Rule doctrine of Great Son of God!*

*You've charted the world—your plan is all good.
Filled with the spirit of world brotherhood;
Forth to the service in bringing world peace—
Until it's accomplished, efforts ne'er cease;
Carry the message to East and to West—
Profiting most for thus serving the best.*

Quick Work. A lot of work is involved in sponsoring a new Rotary Club, but sometimes it can be accomplished in

one-two order, according to WAYNE L. TYSON, President of the Rotary Club of Unadilla, N. Y. He should know, for he and his fellows recently obtained signatures of 24 prospective charter members for a Rotary Club in Otego, N. Y., within the space of 4½ hours one afternoon. Some of the men lived five miles apart, too.

Different Menon. THE SCRATCHPAD MAN's attention has been called to a case of mistaken identities in the *Rotary Footnote on the Assembly* (THE ROTARIAN for January, page 15). V. K. KRISHNA MENON, the alternate Indian delegate at the sessions of the United Nations Assembly, was identified as a member of the Rotary Club of Cochin, India. Instead he is a resident of London, England. Cochin's [Continued on page 59]

Paul Harris Memorial

Every day Rotary Clubs are contributing to the Rotary Foundation fund as a tribute to Paul P. Harris, Founder and President Emeritus of Rotary International, who died January 27. Here are the first 55 Clubs to report 100 percent, at least \$10 per member. Figures in parentheses are of the membership as listed in the "Official Directory":

CANADA

The Alberni District, B. C. (36); Baddeck, N. S. (23); Watford, Ont. (50); Montmagny, Que. (15); Grand'Mere, Que. (22); Nipawin, Sask. (18); and Pickering, Ont. (28).

CUBA

Antilla (21).

MEXICO

Santa Rosalia (18); and Zamora (19).

UNITED STATES

Clayton, N. Mex. (44); Edgerton, Wis. (31); Santa Maria, Calif. (60); Kankakee, Ill. (53); Jackson, Mich. (106); San Diego, Tex. (22); Glen Burnie, Md. (37); Oconomowoc, Wis. (43); Lepanto, Ark. (31); Logan, W. Va. (48); Carrizo Springs, Tex. (25); Pikesville, Md. (21); Cotton Plant, Ark. (17); Plainfield, N. J. (79); Golden Meadows, La. (31); Sheridan, Wyo. (77); Rochelle, Ill. (42); Luxora, Ark. (29); Robstown, Tex. (35); Sturgis, Mich. (63); Lewistown, Pa. (54); Milwaukee, Wis. (304); Villa Grove, Ill. (34); Biddeford-Saco, Me. (63); Hickory, N. C. (59); Burlington, Wis. (54); Freer, Tex. (18); New Albany, Ind. (59); Phoenix, Ariz. (189); Shelby, N. C. (77); Leesburg, Va. (35); Portsmouth, Va. (95); Tomah, Wis. (32); Harvey, Ill. (20); Madison, Wis. (247); Cassville, Mo. (37); Coral Gables, Fla. (24); Knoxville, Tenn. (141); Rutland, Vt. (70); Dearborn, Mich. (64); Patterson, Calif. (50); Fayetteville, Ark. (92); San Benito, Tex. (52); New Philadelphia, Ohio (53); and Lockport, La. (26).



Atlanta Honors Its 'Old-Timers'

THE "Old-Timers"—members for 20 years or more of the Rotary Club of Atlanta, Georgia—took a "flight into the past" the other day. That was the theme of their 12th annual banquet, tendered by the Atlanta Rotary Club. Of the 80 who were eligible, 57 were on hand for

the trip. Special speaker was S. Kendrick Guernsey, of Jacksonville, Florida, who addressed the Rotary Club the next noon, and who had but recently been chosen by the Nominating Committee for President of Rotary International for 1947-48.



STUDIES have been sidetracked for a few hours by these young men and women from other lands while being entertained in the home of a Davis, Calif., Rotarian (also see letter).

Talking It Over

[Continued from page 3]

home. We have been carrying out the same idea. Here is a photo [see cut] of students who were recent guests in our home: members of the International Club of the College of Agriculture, University of California at Davis. Arabians, Lebanese, and Indians came in native costumes. In all, 11 nations were represented. Palestinian Jews and Arabs conversed on the most friendly terms.

An Investment in Goodwill

Told by ED. R. DAWSON
Telegraph-Company Manager
President, Rotary Club
Monroe, Louisiana

In his article *Young Leaders in the Making* [THE ROTARIAN for February] the late Richard H. Wells says the "obvious purpose" of Rotary Foundation Fellowships "is to impart learning . . . but fully as important will be unique opportunity given lads to fraternize with people."

In this we of the Rotary Club of Monroe believe we have hit the jackpot. Early this year we decided to underwrite the bringing of a student to this country, believing that by so doing he will return to his homeland with kindly impressions of America, thereby promoting international goodwill. The necessary funds were raised among our members and the International Service Committee was authorized to invite a student from Luxemburg to come to

Monroe as the Club's guest of honor to attend our local junior college, which is a two-year subsidiary of Louisiana's famous State university.

The Rotary Club of Luxemburg elected to favor Joseph Prost, young son of the Mayor of Grevenmacher, a Luxemburg Rotarian [see cut]. He is now comfortably situated and busily engaged with his studies. Recently we welcomed him as our guest speaker.

From time to time he is to be a guest in each Rotary home, and attention will be given to his recreational activities, as many of our members are celebrated hunters and fishermen.

We believe that the promotion of international goodwill in this instance will be worth the investment many times over.

Who's a 'Worker'?

Asks M. E. FABER, Rotarian
Handicraft-Supplies Manufacturer
Waupun, Wisconsin

I noted that in the *What Is 'The Right to Work'?* debate in THE ROTARIAN for March, both contributors used the word "worker" considerably. I was reminded of it when a few days ago my wife and I, as directors of a newly formed corporation, received our Social Security cards and discovered that we were expected to sign them on a line marked so unpleasantly "Worker's signature."

I believe both the words "worker" and "labor" have been badly misused, probably under communistic inspiration—just another of those carefully calculated methods of making employed



FROM Luxemburg, Joseph Prost is now studying in the U.S.A. as a guest of Monroe, La., Rotarians. The photo shows (left to right) Ed. R. Dawson, Monroe Club President; Victor Prost, his father and a Luxemburg Rotarian; Joseph; Past Governor John S. Fox, of Monroe.

NATIONAL GYPSUM CO.
Agrees that . . .

GOOD
Guth LIGHTING
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Guth
the **FLUORESCENT**
that Provides Efficient
Seeing Light . . .

The National Gypsum Company knows the importance of comfortable surroundings as a factor in efficient work. And good lighting for quick, sure seeing is a very vital part of surroundings.

That's why National Gypsum, like many other businesses, are providing their workers with GUTH Fluorescent illumination. The engineered design of GUTH Fixtures, plus their attractive appearance and ease of maintenance, result in the kind of lighting system that's good for now . . . and from now on!

For the soundest advice on Planned GUTH Lighting, call on the Lighting Engineers with your local Light & Power Company, or on your Architect.

Guth THE EDWIN F. GUTH CO.
ST. LOUIS 3, MO.
Leaders in Lighting Since 1902

OUR 45th ANNIVERSARY Year



By car, bus, rail or plane — come and invade the romance and deep beauty of the Black Hills — loftiest mountain playland East of the Rockies. Get into the hearty Western tempo — heritage of frontier life and Gold Rush Days. . . . FUN is great in the Black Hills. Mountain streams are lush with trout — cool lakes cupped in pine and rugged peaks invite boating, swimming, more fishing. Petrified forests, crystalline caves, healing springs offer their enchantment. And climaxing all is Gutzon Borglum's Shrine of Democracy on Mt. Rushmore. See the nearby Big Badlands too, eerie fossil world — vast, colorful!

Western Shows and Rodeos

The many western pageants and colorful rodeos staged each year in this Last Frontier of the Old West presents all the thrills and excitement of a more turbulent era when stage coaches traveled dangerous trails and justice was dispensed from the hip.

Tour South Dakota this summer on fine highways that criss-cross a friendly state of unspoiled scenic splendor.

We'll be looking for you!

Write today for FREE FOLDER.

Excellent lodging facilities — cool nights — NO mosquitoes.

Write A. H. PANKOW, Publicity Director



persons feel that they are different from their neighbors and fellow citizens who are often more deserving of the honorable title of "worker" than those on the other end of the pay roll.

To illustrate the extreme to which the misuse of these words "worker" and "labor" are being carried, I note that in one of the Wisconsin laws reference is made to "unemployed workers" instead of "unemployed people," and not long ago I saw in the Milwaukee Journal a headline reading "idle workers." How can one be both? It's as silly as saying "working idlers."

Isn't it about time to start a campaign for the use of words that will not add to present disunity and confusion?

Union Should Raise Standards

Believes W. C. BURGESS, Rotarian
Laundryman and Cleaner
St. Charles, Illinois

The article by Frank P. Fenton in the debate with Ira Mosher, *What Is 'The Right to Work'?* [THE ROTARIAN for March], contains, in my opinion based on 20 years' experience negotiating contracts, some statements that are not in line with facts, and in some instances contradictory to the high aims outlined in his article.

Union labor does not constitute the greater portion of labor and therefore should not have the right to sew up by national legislation the conditions under which labor might work. The expression "union labor" is too often used in a sense to be all-inclusive when speaking of a national problem.

The comparison of labor unions to medical associations and bar associations is out of order in that these organizations were created for the protection of the public interest, whereas with a few exceptions labor unions are purely selfish, in that they are created for the protection of the union laborer whom they represent, or, I believe, about 15 percent of labor.

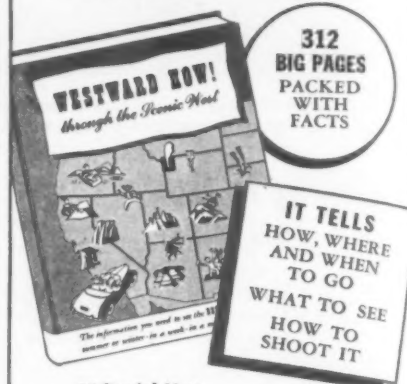
It has always been the contention of labor-union officials that the labor union can and does guarantee a certain measure of skill from its members. It does so in a few unions covering the skilled trades, such as plumbers, engineers, and portions of the building trades. However, the unions controlling the great mass of unskilled or semiskilled labor, such as truck drivers, laundry workers, laborers, etc., do not have any standards governing conditions of membership, and accept any individual willing to pay the dues. . . .

Unions today could be built and maintained on a firmer foundation if they would get busy and sell unionism to the laborers on such a grand scale that it would not be necessary to seek protection in the union closed shop. Unionism could be made so popular that the worker would realize that this offered the only real protection against exploitation and workers would gladly become members. To me, it is a sign of weakness when the union must resort to a policy of compulsion to maintain membership. . . .

No contract I have signed has ever set up certain standards of production or

COVER THE WEST and the CONVENTION too!

Here's how . . .



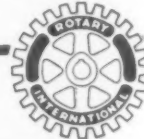
35 Special Maps
125 Pictures of What to See

Your convention, your car and this book spell opportunity to see the *Best of the West* with a saving in days and dollars. Planned routes; little known side trips; what to see and why. Plan the perfect, truly enjoyable trip.

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For information about the NP way to the 38th Annual Convention of Rotary International, June 8-12, write right now to E. E. Nelson, 103 N.P. Bldg., St. Paul, Minn.



quality of workmanship as a condition of work. When unions sell themselves to the worker and raise the standards of membership, they will have made a great step forward in winning the confidence of the employer.

Wesley's Idea Practiced

Recalls FRED S. PARKHURST
Honorary Rotarian
Kenmore, New York

Just one more "Not in the Bible" [see page 58, THE ROTARIAN for February, for letters of comment on "cleanliness is next to godliness"]:

Back in 1880 we were "just married." Settling in our first parsonage, Minnie said, "Now, Fred, dear, this is our home: you be the godliness and I'll be cleanliness." I had won a minister's daughter and she knew her Wesley. She kept 13 different parsonages spick-and-span in our 75 years of happy married life.

I am in my 92d year. A close second to fellowship in the church is that of getting together with the fraters on Monday noon and lifting my tenor voice to R O T A R Y, That Spells Rotary.

Remove Trouble Breeders

Urges ALLAN L. SMITH, Rotarian
Past Service
Montreal, Quebec, Canada

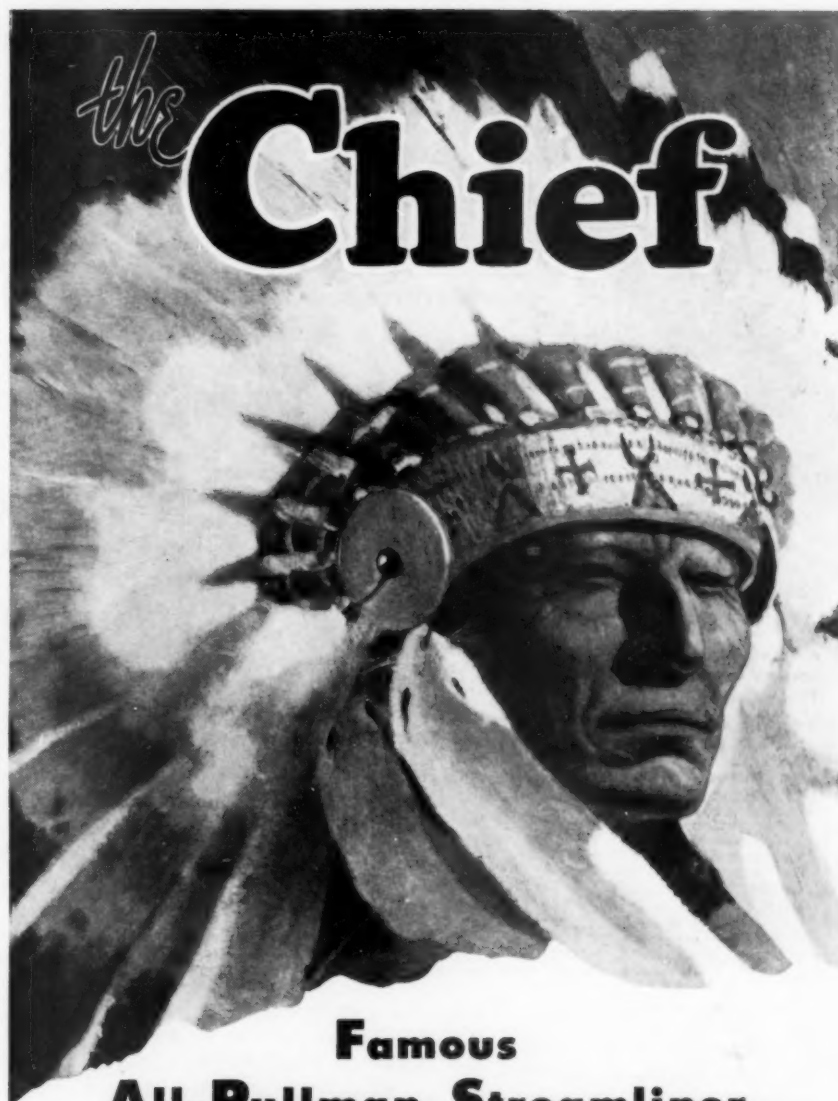
Among the things which will be made possible by the Rotary Foundation, according to the "Foundation Facts" listed on page 32 of THE ROTARIAN for February, is this:

3. Fostering of any tangible and effective projects which have as their purpose the furthering of better understanding and friendly relations between the peoples of different nations. . . .

Present civilization can be said to be one of trade and barter. This allows movement of goods from one place to another as the need appears. Without this movement civilization could not long exist. In the past it has only been partially successful owing to tariff duties levied on imports and sometimes on exports. This at times has created much friction and has had much to do with all modern wars. Without the removal of all trade barriers and freedom of trade between all nations, no "one world" government could be possible. There would be other strings to this new freedom that is very essential at this time: it would create much correspondence and travel among tradesmen, enlarge friendships and acquaintances, and on the whole be highly educational. For a one-world government, immigration laws must also be restricted or totally abandoned. . . .

This seems more important than it actually is. The white race would be among the first to move about to all sections of the globe. However, all are immigrants of some sort! There are 75 nationalities in New York City alone without proving to be any great detriment. . . . Scientists tell us that owing to wars and falling down of the production of the species, the white race is on the way out, since practically all wars are between one element of the white race and another.

As Einstein has recently said, one



Famous All-Pullman Streamliner to and from California

Roomy comfort • Smooth-riding speed • Fred Harvey cuisine

The de luxe, extra-fare Santa Fe Chief provides daily service between Chicago and Los Angeles, and San Diego; also between Chicago and Phoenix. And in conjunction with the 20th Century Limited, Broadway Limited, and Capitol Limited, daily through sleeping-car service is provided between New York and Los Angeles, and Washington and Los Angeles.

For full details, just consult the nearest Santa Fe ticket office or any travel bureau.



SANTA FE SYSTEM LINES
Serving the West and Southwest



T. B. Gallaher, General Passenger Traffic Manager, Chicago 4

ROTARIANS!

Cruise East FROM CHICAGO

for a delightful change of pace on
your return trip from San Francisco

Railroad tickets honored upon
payment of additional amounts
to cover meals and berth.



S.S. NORTH AMERICAN • 1947 SCHEDULE • SEASON OPENS JUNE 14TH

Lv. Chicago.....	Saturday, June 14....	3:30 P.M.	C.S.T.
Ar. Mackinac Island.....	Sunday.....	4:30 P.M.	C.D.S.T.
Lv. Mackinac Island.....	Sunday.....	2:30 P.M.	E.S.T.
Ar. Parry Sound (on Georgian Bay).....	Monday.....	5:30 P.M.	E.S.T.
Lv. Parry Sound.....	Monday.....	9:30 A.M.	E.S.T.
Ar. Detroit.....	Tuesday.....	11:30 A.M.	E.S.T.
Lv. Detroit.....	Tuesday.....	9:30 A.M.	E.S.T.
Ar. Cleveland.....	Tuesday.....	11:30 A.M.	E.S.T.
Lv. Cleveland.....	Tuesday.....	7:00 P.M.	E.S.T.
Ar. Buffalo.....	Tuesday.....	8:30 P.M.	E.S.T.
Lv. Buffalo.....	Wednesday, June 18..	8:30 A.M.	E.S.T.

C.S.T. Central Standard Time—C.D.S.T. Central Daylight Saving Time—E.S.T. Eastern Standard Time

Erv Goebel, Passenger Traffic Manager of the Georgian Bay Line, suggests, "Why not add some extra enjoyment to your return trip from the San Francisco Convention? At Chicago you can transfer from the train to our luxury lake liner, the S.S. North American. She leaves Chicago Saturday afternoon, June 14—a good connection for most—and cruises east via the Great Lakes and beautiful Georgian Bay. You can catch a train from Detroit, Cleveland or Buffalo for points east. I think you'll enjoy every minute of it."

See Your Travel Agent, or Write

GEORGIAN BAY LINE

128 WEST MONROE STREET, CHICAGO 3, ILLINOIS

Attention: E. J. Goebel, P.T.M.



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\$2.69

Delta Electric Co.
Marion, Indiana



more war with the use of the atomic bomb and only a remnant of the white race would be left. Dr. Chisholm says we must "begin now" to build a matured race or civilization is finished. So considering the pitfalls ahead of all races as seen from this distance, anything that causes trouble between nations should be removed. . . .

'Bison Comeback' Recalls Trip

For WILLIAM P. SCHLOSSER
Honorary Rotarian
Los Angeles, California

Newton B. Drury's *The Comeback of the Bison* [THE ROTARIAN for December] brought to my mind a trip I made across the United States in November, 1860, and what I witnessed on that trip will never be seen again by anyone. I recall seeing a herd of buffalo in Nebraska, and there seemed to be a million of them. They were travelling in the general direction of the train, and about that fast, for the "palatial" trains of that period did not seem to be in a hurry to reach their destination. . . .

The coaches—if you could call them coaches—were lighted by small oil lamps with about the candlepower of a tallow candle, and in the Winter the heating system consisted of two small cannon-style stoves, one at each end of the coach.

For the safety of the passengers when passing through Indian territory, the doors were locked when the train was standing in a station or at a water tank. At one stop I was looking out a small window when a big buck Indian came upon the platform and motioned to me to come out—and boy, oh boy, my curiosity about the American Indian was satisfied! . . .

I passed through this same country in 1873, and saw the bleaching bones of those once-wonderful buffalo herds, left where they had been slaughtered for their hides.

Although these experiences were more than 70 years ago, and I have reached the age of 87, they are as clear in my mind as though they happened just a short time ago.

Answers to 'What Would You Do?' on Page 27

1. The Federal Trade Commission ordered the company to "cease and desist" using the advertising phrases mentioned. The company was required to report within 60 days that this had been done.

2. The Federal Trade Commission issued a cease and desist order. The cigar company appealed. The U. S. Circuit Court of Appeals sustained the FTC in holding that a cigar is not a Havana cigar unless it actually is made of Havana tobacco.

3. The Federal Trade Commission ruled that the headlined "6 percent" would have to go, and that no further advertising should hint or imply that the rate of interest was less than it actually adds up to. On appeal, the U. S. Circuit Court of Appeals upheld the FTC order.

Grandpappy's Whiskers!

They're as useless as some of the terms in business letters.

By Dwight H. Dilley
Rotarian, Durango, Colorado

IF RIP VAN WINKLE were to come to life, he would look askance at your dress; he would be amazed to find a refrigerator in your kitchen; he would gape at automobiles and airplanes, but he would feel serenely at ease when reading "modern" business correspondence. Furnish him with a quill pen and he could readily duplicate the phrasing of the average business letter written today. Such as: "We have your letter of the tenth and in reply will say that, after consulting our records in the matter, we are sorry to have to report that we are unable to find the information you wish."

In Van Winkle's day, time wasn't important to writer or reader. Today everyone is busy, so why not simply say: "We are unable to give you the information asked for in your letter of the tenth."

Here is another carryover from the time when servants "begged" favors from masters: "Hoping (or trusting, or expecting) to hear from you soon, we beg to remain. . . ."

Nowadays one shouldn't beg unless he's a panhandler. And why use "remain"? We won't stay put anyway. It is better to say: "May we hear from you soon."

Whiskers are growing on this one too: "Accept our thanks for your recent remittance."

Why not say: "Thank you for your



"I'M AWFULLY sorry I'm late. I couldn't get my car started."

Delightful DENVER



CHEESMAN PARK — Sky-line view of the Continental Divide.



BUFFALO BILL MEMORIAL MUSEUM AND TOMB — On top of famed Look-out Mountain.



TO 14,260 FT. MT. EVANS — Spectacular trip past Echo Lake over the world's highest paved road.



CENTRAL CITY OPERA HOUSE — 1 hour from Denver — world-famous theatre of gold rush days. Metropolitan Opera stars appear again beginning July 4.



RED ROCKS OPEN AIR THEATRE — Seats 9000 . . . 15 minutes from Denver.

Include Denver in Your Convention Trip

Enjoy the Western hospitality of Denver Rotarians; the cool, sunny climate and matchless mountain scenery. An endless variety of things to do and see, whether you're here for a day or all summer. Write for scenic folder, and let us know if we can assist you in securing accommodations.

DENVER CONVENTION AND VISITORS BUREAU
(A NON-PROFIT COMMUNITY ORGANIZATION)
519 Seventeenth St. Denver 2, Colorado

Buffalo Benny and Benny Cellini

People have the impression that today's art dealer leads a gay, carefree, Clifton Webbish sort of life. Drops in around noon, adds another zero to the price of an old master, raps a bit of priceless porcelain with an idle knuckle, signs a check with Louis XIV's favorite quill . . . then it's heigh-ho to the club!

Actually, it goes this way around here—

As the doors open, up pops Benny Bufano, San Francisco's famed artist-tornado, said to have designed the buffalo on your nickel. Benny discusses a showing of all his sculpture, but a quick estimate reveals that the 128 pieces weigh about 200 tons. We regretfully decline Benny's monumental offer, and five-foot, 110 pound Benny goes—his unconcerned way.

Next, Honolulu phones anxiously about a shipment of Chinese rams. About 400 years old, they're a contented pair in stone destined to guard the entrance to our Honolulu store—and serve as photographic props for the next generation of the Pacific Fleet.

Joan Gardner, feature writer for the Bell News Syndicate, comes in for a story. After four hours and 12 minutes of Gump-trotting (a new course record in high-heels) Miss Gardner declares her mind overflowing with Steuben glass, Tang horses, star sapphires, tribute silks and Rodin drawings. She retires to the Interior Design Studio to study new furniture techniques and we arrive at the Silver Room for a conference with Wisconsin-reared Donald Nelson, whose jewelry and miniature sculpture in solid silver are done with the centuries-old "lost wax" method of Benvenuto Cellini.

After the beauty and delicacy of Nelson's work, we are confronted with seven knick-knack salesmen and a chap with a 12th century Limoges icon. We say "no" to the salesmen, but before we can say "yes" to the icon, we are called to the Oriental Court to see the Lost Shipment. Just off a trans-Pacific freighter, it's a collection of Jade cups that lay untouched in Shanghai's post office through the war, festooned in yards of official Chinese red tape that stymied all enemy searching parties.

And that's the carefree way it goes around here . . .

Incidentally, we did buy the Limoges icon, since acquired by the Seattle Museum of Art—it's well worth seeing on your next trip to the Pacific Northwest.

Richard Gump

GUMP'S SAN FRANCISCO
HONOLULU

check"—if that's what you want to say?

Such stereotyped phrases as "hoping to hear from you soon," "trusting this meets with your approval," "in regard to the matter," "we beg to remain," and "accept our thanks" flatten the flavor of a letter. Suppose a business associate called you by phone and rattled on like this: "In reply to your phone call of recent date I am sorry to have to advise you that, after consulting our records in the matter of Clay Hay Marbles, as per your suggestion, we cannot make the shipment. Hoping to talk to you again via this same medium, and trusting you are in good health, I beg to remain, yours very truly." You would think there was something wrong with the fellow.

Check yourself (guilty or not guilty) on these bewhiskered phrases:

"Again thanking you for the order . . ." (Avoid. It is unnecessary to thank twice.)

"An early reply will greatly oblige." (Much better—"We shall be glad to have your answer.")

"Are in receipt of . . ." (Quite obvious. Avoid at the beginning of a letter.)

"Attached hereto . . ." ("Attached" is enough.)

"Due to the fact . . ." (Much better—"Because.")

"Enclosed please find . . ." (Nothing has been lost. "Enclosed is . . .")

"Kind favor." (This is spreading it too thick.)

"Regret to state . . ." (Much better—"We are sorry that . . .")

"Take the liberty . . ." (Don't take it. You're presuming.)

"At an early date." (Worn out. Use "soon.")

"Under separate cover." (If not enclosed, that's obvious. Say, "separately.")

Do you know the meaning of the words you use in letters? For example, have you ever written or dictated: "Kindly send the goods immediately"? "Kindly" means "in a tender manner." Is that what you mean? In a tender manner send the goods immediately? "Please" should be used instead.

"In reply to your letter . . ." is another common error. You "reply" to an argument, but you "answer" a letter.

"The party referred to in my last letter." "Party" means a group of people (except in legal and telephone usage). When referring to an individual, you should say "person."

"We wish to advise you that . . ." "Inform" is better than "advise." You don't intend to give advice anyway. Information is not advice.

It costs money to write business letters. Why not get your money's worth? To bring results, business letters should be concise and express exactly what you want to say. The letter going out from your office is your representative. Don't send out Rip Van Winkle.



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Opinion

Pithy bits—gleaned from talks, letters, and Rotary publications

Tips to the Club President

HARDIN CRAIG
University Professor
Chapel Hill, North Carolina

You might say, "I cannot read a lot of books and articles, write a lot of letters, hunt up a lot of effective speakers, spend a lot of time debating and discussing things; I'm too busy." It is doubtful if you are too busy. You will in the normal course of things waste much more time than it would take to do this thing. But you might say, "I'm too old; I'm 40, and Dr. Osler told the world years ago that men of 40 might as well be chloroformed." Now, Dr. Osler was a very eminent physician, but Dr. Osler was wrong about this, and I suspect that he knew he was wrong. The cerebral cortex was the last organ in the vertebrate animal to be evolved, and biologists tell us that it is the principal organ in man that is still undergoing evolutionary process. Biologists also agree that the brain lasts longer and retains its vigor longer than any other organ of the body. The truth of the matter is that the heyday of the intellect is between 40 and 70.—*From an address to the 189th Rotary District Assembly, Chapel Hill, North Carolina.*

Highway Traffic

Were you ever in a hurry to get somewhere and found your progress blocked by a driver who hung behind a streetcar, neither overtaking nor dropping behind, thereby hindering your legitimate progress? A Rotarian who is careless about his attendance is in exactly the same position as the driver behind the streetcar—he is not doing a good job himself, but through holding the classification is probably keeping a better man from enjoying the privileges of Rotary.—*From Rotary Record, publication of the Rotary Club of Montreal, Quebec, Canada.*

A Toast to Rotary International

J. W. BROWN, Rotarian
Clergyman
Colwyn Bay, Wales

I liken Rotary to the number of Roman colonies which upheld the reputation and guarded the outposts and frontiers of the Roman Empire. Though far from Rome they reproduced her life, kept her laws, and observed her customs. These colonists were Roman citizens, for their names were written and preserved in the old city. They received their charter from the Great Imperial Mother of all Romans. Their colonies were replicas of Rome, pocket editions of the Mother City. They were little Romes representing and reproducing the great city.

Every Rotary Club is a Rotary International in miniature. RI is not a center without a circumference, confined to



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HQ and brass hats. RI is here, in this local Club and in every local Club far out on the outposts and frontiers of Rotary. In these little cells the Great Mother of us all is alive in all her sons. Through our veins flows the blood of a vast international service which transcends our localisms and makes us one with all Rotarians the world over. We are RI! and there is none other; there can be no other. In our little colony here in Colwyn Bay we salute every other colony of the far-flung empire of Rotary and greet RI—the MOTHER of us all. Fellow Rotarians, I give you the toast: "Rotary International!"

Coöperation—Common Denominator

ALLEN McREYNOLDS, Hon. Rotarian
Attorney
Carthage, Missouri

Today we find Russia occupying the position this country occupied after the First World War—refusing to partici-

Kiver-to-Kiver Klub

IF YOU'VE read this issue of *The Rotarian* from "kiver to kiver," you should be able to score 80 percent or better on these questions. If you do, you qualify for "Kiver-to-Kiver Klub" membership. Check your answers with those on page 58.

1. Who is the hero in the article by William McFee?

Ship's captain.
Chief engineer.
Mess sergeant.

2. Marinus James, almost blind, says one of his chief joys is:

Picking out his neckties.
Learning to shave himself.
Bringing cheer to troubled hearts.

3. Angelo Patri says the life of the neighborhood flows through:

The school. Youth clubs.
The home. The church.

4. According to Charles H. Durfee, genuine success means, above all:

An early retirement.
Fewer failures.
Successful living.

5. How many new bicycles will be built in the United States in 1947?

11,111. 432,375.
200,000. 2 million.

6. How many business depressions have there been in the United States during the past 100 years?

26. 43. 12. 8.

7. What is *culex tarsalis*?

Small bone of the arch
Type of mosquito.
A nail polish.

8. Which one of these does Fred B. Barton not discuss?

Cigars. Chewing gum.
Tooth powder. Interest rates.

9. What Rotary membership according to Norman G. Foster is envisioned for 1951?

333,333. 495,500.
359,100. 395,895.

10. What does J. P. McEvoy say one should do with a "hot potato"?

Butter it. Drop it.
Toss it back. Eat it.

pate in a world wide settlement on a basis which will enable the nations and people of the world to find a common ground. I do not think we should be too critical of Russia. The position she occupies is not unlike the one we assumed after the First World War. Beyond that is the further proposition that Russia and the present regime in Russia have been the object of world-wide criticism and suspicion. It is not strange that the attitude has been reciprocated by the Russian leaders when we undertake to find a common ground with them. Will the efforts of Secretary of State Byrnes and his associates find a solution for the world-wide problem? I do not know. I do know that the people of the world must unceasingly continue to search for the common denominator I mention.

'Rotary—a Force for Goodwill'

Gus A. HALL, Honorary Rotarian
Former Realtor
Calhoun, Georgia

At the long last ideas and ideals rule the world. Rotary International is one of the growing powerful forces operating in all lands for the creation of understanding and goodwill. Its doctrine of service before self, preached through its 6,000 Clubs with their 300,000 members, is becoming an irresistible force for international goodwill.—From a Rotary Club address.

Toward Balanced Living

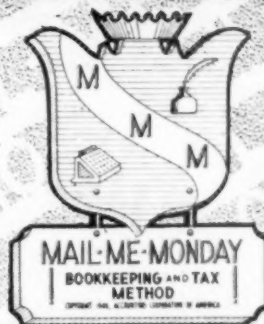
F. GUY HITT, Rotarian
First Vice-President
Federal Reserve Bank of St. Louis
St. Louis, Missouri

As the age of science was ushered in, many Christian people felt that religion must be adjusted to modern science and civilization. Religion, it was felt, was backward and had to be fit into the thoughts and actions for which science stood. But now many are wondering how our scientific civilization can be adjusted to the Golden Rule and the principles of the Sermon on the Mount. The critical need now is the adjustment of modern civilization to the importance of justice, goodwill, liberty, and brotherhood as the basis for harmonious human relations. We must realize that there are certain things which are right and others which are wrong. To be sure, there are some customs and conventions which change from place to place, but to do to others what we would not have them do to us is never right. Vindictive hatred,



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revenge, cruelty, dishonesty, and the misuse of power to hurt others, for example, are always wrong. Nothing can ever make them right. To fail to respect certain inherent liberties of others is not a matter of fashion, it is just plain wrong. There is a standard of right to which we and our institutions must conform if people are to live together peacefully.—From an address to the Rotary Club of Nashville, Illinois.

'The Kind of Man He Was'

M. W. LARMOUR, *Rotarian*
Theater Operator
Graham, Texas

While standing in the lobby of the Statler Hotel in St. Louis, Missouri, a

few years ago talking to Paul Harris and his wife, Jean, we noticed a young man wearing a shiny new Rotary button hovering in the background. Paul turned to him and smiled, whereupon the young man stepped forward and inquired, "Aren't you Paul Harris?" When Paul replied in the affirmative, the new Rotarian asked, "Do you mind shaking hands with me?" Paul smiled graciously and extended his hand. The young man grabbed the hand, blurted out, "Thanks! Now I can go home and tell the folks that I have shaken hands with Paul Harris," dropped the hand, and rushed away.

Many of us felt the same way about Paul. Many of us, down through the

years, will be tempted to say proudly, "I shook the hand of Paul Harris." That's the kind of man he was.

On Staying Young While Growing Old
THE VERY REVEREND R. WATERFIELD
Rotarian
Dean of Hereford
Hereford, England

The man who has commanded the greatest admiration that I have ever accorded to old age was one who had, as he grew older, launched out into ever new spheres of intellectual endeavor, and shone as a star of the first magnitude in each world that he illumined, perhaps the most all-round, all-embracing genius of his generation, in this country, at least; and, with all his knowledge, he was continually eager and enthusiastic in his interest in any boy's or girl's effort to solve an intellectual problem or embark on this, that, or the other mental enterprise that came to his notice.

That is the right and only happy way of growing old, to retain the ardor of youth by sympathy with the young, to share the thoughts of children, to join in their tears and laughter, to be as happy as they are in building sand-castles by the everlasting sea, or castles in the air, of which imagination rears the very battlements and turrets, though not so much as the foundations will be laid by the experience of reality.

That is the secret of the power we all should covet, of greeting the advancing years not with sighs, but with smiles of good cheer, and of welcoming the dawn of each New Year like the opening of a new book.



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Not a Business, but Run Like One

[Continued from page 26]

Rotary membership and its finances is an intriguing one. It is also one in which all Rotarians may feel justly proud.

What of the Future

Would he be a courageous man or otherwise who would dare even to attempt to gauge the future?

We must never lose sight of the fact, however, that Rotary is a nonprofit organization whose purpose is expressed in the Four Objects. The organization's sole justification for its existence and its extensive growth lies in the measure of its success in promulgating and exemplifying and making effective its Four Objects.

With its flexibility and strength of purpose and organization, Rotary has undoubtedly its greatest opportunity to demonstrate that "Service above Self" can be made the predominant note, not only of individuals, but of nations!

That is Rotary's challenge today and in the crucial years that lie ahead!

What you should know about your new National Guard



The new National Guard is one of our first guarantors of Peace. It is an *at-home* force of highly trained civilian volunteers who aim to make sure it won't happen here.

National Guardsmen receive top-notch instruction from specialists in scores of technical subjects, and Regular Army pay for time in training. They learn, too, the basic principles of business administration, organization and leadership. Your Guardsmen-employees—in their spare time—are actually sharpening their ability to do a better job for *you*.

Today, Management is performing a valuable public service by encouraging its employees to get in the National Guard.

Many employers have already signified their approval of the National Guard's high purpose by making it possible for their Guardsmen-employees to take part in annual summer training.

How? By granting these purposeful young Americans the two weeks required for summer training at no sacrifice of their incomes or vacations.

Serve America. Help strengthen the Peace. Honor your new National Guard.

• Listen to "National Guard Assembly," with Paul Whiteman, every Wednesday, 9 P. M., EDST, ABC Network.

★ ★ ★

The new National Guard is a Federally supervised force raised by the states. Its strength and composition, its training and efficiency are under the constant direction of officers picked by the War Department. There are National Guard units in every one of the 48 states, Hawaii, Puerto Rico, and the District of Columbia.

The National Guard

★ ★ ★ OF THE UNITED STATES ★ ★ ★

TO MEN

who **SHOULD**—and **WANT** to
LOSE WEIGHT
Get rid of Bulging Fat
FEEL BETTER

LOOK BETTER—BE BETTER

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SEND NO MONEY—No risk involved. Just your name and address. When postman delivers Healtholizer, you deposit \$6.98 (formerly \$10.) plus a small charge for delivery. Start reducing at once. If after 5 days you are not wholly satisfied, return Healtholizer and your \$6.98 (full cost) will be refunded immediately.

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Rush my Healtholizer to me. I will pay postman on arrival. My money will be refunded if I am not satisfied.

Name (Print)

Address

Rotary Reporter

[Continued from page 42]

which brought them the honors was that perennial Rotary favorite *I Want a Girl Just Like the Girl That Married Dear Old Dad*.

Tomorrow Charted in Cleveland

Thanks to groups like the Rotary Club, the Chamber of Commerce, and more than 1,000 individuals who cooperated, a valuable inventory of the employment situation in CLEVELAND, OHIO, has been completed. Designed to trace an occupational pattern for the entire community, the survey will be of inestimable value, for it will help in the matter of deciding on new and expanding businesses, will aid vocational-guidance agencies, will help prevent unemployment in fields which have overabundant labor, and will aid economists in forming an accurate picture of labor trends.

Salutes to 51 Rotary Clubs

Rotarily speaking, the "merry month of May" was a busy one in 1922. For 51 Rotary Clubs which were organized in that month are now observing their silver anniversaries. Congratulations to them all! They are Gunnison, Colo.; Donna, Tex.; Ashland, Ohio; Electra, Tex.; Moultrie, Ga.; Suffolk, Va.; Lindsay, Ont., Canada; Salem, N. J.; Shelbyville, Tenn.

Jefferson, Iowa; Dansville, N. Y.; Stroudsburg, Pa.; San Rafael, Calif.; Madera, Calif.; Richmond, Ky.; Franklin, Ky.; Havre de Grace, Md.; Algona, Iowa; Mount Holly, N. J.; Pontiac, Ill.; Uvalde, Tex.; Lambertville, N. J.; New Hope, Pa.; Morristown, N. J.; Donora, Pa.; Sedro-Woolley, Wash.; Albert Lea, Minn.; Fairmont, Minn.; Colton, Calif.; Dinuba, Calif.; Greenfield, Ohio; Cambridge, Mass.

Brewton, Ala.; Glens Falls, N. Y.; Elgin, Ill.; Nevada, Iowa; Klamath Falls, Oreg.; Marlborough, Mass.; Opelousas, La.; Pikeville, Ky.; Poteau, Okla.; De Ridder, La.; Smiths Falls, Ont., Canada; Ballston Spa, N. Y.; Buena Vista, Va.; Palo Alto, Calif.; Seneca Falls, N. Y.; Miamisburg, Ohio; Montclair, N. J.; Salinas, Calif.; Stratford, Ont., Canada; and Kane, Pa.

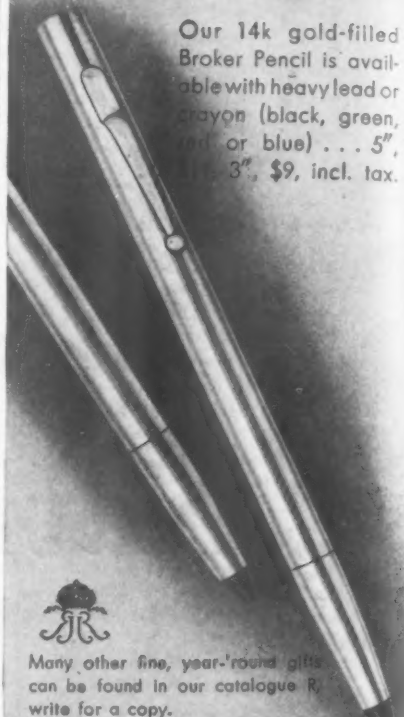
All members of the Rotary Club of LUDLOW, Vt., are "up to date" Rotarily. The Club's history was read at a recent meeting at which the 20th anniversary was observed.

Column after column of newspaper space was devoted to the recent silver anniversary of the Rotary Club of MORRISTOWN, TENN.—including a page of pictures of the Club's 15 charter members.

When the Rotary Club of St. Louis, Mo., recently observed its 37th anniversary, it was host to the Presidents and Chairmen of the Intercity Committees of the other Rotary Clubs of the county.

A five-day celebration marked the recent silver anniversary of the Rotary Club of KAMLOOPS, B. C., CANADA. Highlighting the celebration was a banquet attended by representatives of other local civic groups and Rotarians from various other towns. The guest tables,

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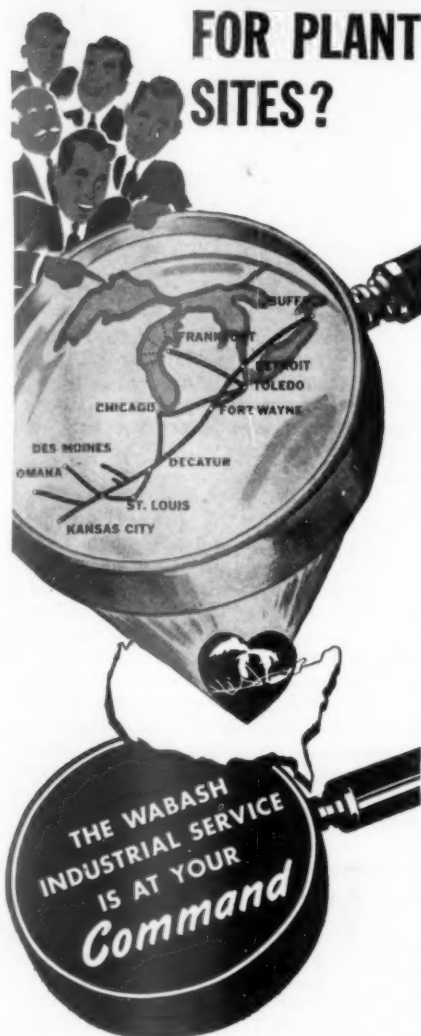


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Information about these plant sites and about communities anxious to cooperate with you is available without obligation on your part! Call or write H. H. McIntyre, Industrial Agent, Wabash Railroad Company, 1448 Railway Exchange Bldg., St. Louis 1, Missouri.

WABASH



RAILROAD

like the spokes of the Rotary wheel, radiated from a hub—which was revolving.

Dads and Lads Frolic in Bronx

Magic, motion pictures, and singing high-lighted the first postwar father-and-son affair sponsored by the Bronx Rotary Club of New York, N. Y. Guests included some 50 sons, grandsons, and nephews of members, and 18 underprivileged youngsters. A good time, as they say, was had by all.

Various prizes were awarded at the recent father-and-son and father-and-daughter banquet held by the Rotary Club of West Point, Miss. A charter member who had two sons and two daughters present won the biggest-family award; the junior prize went to another member who had his 7½-month-old son as a guest.

French Youth Tells War Tale

Celebrating "International Day," the Rotary Club of White Plains, N. Y., recently was host to five local high-school students of out-of-country birth. One of them, who served in the French underground at age 13, told of his experiences, of being captured and shuttled from one prison camp to another, of his liberation by the Russians. He was wounded while serving as combat soldier with the Soviet forces. Another guest, in the United States to attend a forum and to study schools, was the son of the President of Peru.

Nineteen students from other countries who are enrolled at Western Michigan College of Education, in Kalamazoo, Mich., are still talking about the fun-filled week-end they had recently as guests of the Rotary Club of Three Rivers, Mich. Taken to Three Rivers in a group, they were fêted at a Rotary luncheon and then entertained in homes of Rotarians.

No News Is—Unthinkable!

The old saying about "nothing is so dead as yesterday's newspaper" was disproved during the newspaper strike in Kansas City, Mo. Visiting the city one day, the President of the Rotary Club of Emporia, Kans., was so impressed by the thirst for news that he ordered 100 copies of the Emporia Gazette delivered at the Kansas City Rotary Club meeting that week. "It was certainly good to see what a newspaper looked like again," KANSAS CITIANS gratefully responded.

Veterans Get a Clean Deal

Housing accommodations were provided for 42 married veterans and their families, and for as many single veterans, at the San Bernardino Valley (Calif.) College. However, there were no laundry facilities. Learning of that shortcoming, the Rotary Club of San Bernardino decided to clean up the problem. It purchased a brand-new washing machine and electric iron and presented them to the housing unit.

Fines for Men—Fine with Boys

The treasury of the Boy Scout troop at Fort Grant, the Arizona State Industrial School, was en-



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riched by \$18.49 as a result of a recent meeting held at the school by the troop's sponsors, the Rotary Club of WILLCOX, ARIZ. Fines aggregating that amount were levied against the Rotarians for alleged "slips" made at the meeting. The Rotarians were taken on a tour of the school, served a filling meal, and entertained with a music and sports program. So important was the affair that it rated first page in the school's newspaper, *The Young Citizen*.

June Rodeo at Salinas

The dates June 19 to
June 22—one week
after the close of Ro-

tary's Convention in SAN FRANCISCO—are circled on calendars in SALINAS, CALIF., for on those days SALINAS will ride again. Rotarians and others in the community cooperated in putting on a great rodeo in the days before the war, and the show this June will be the first post-war roundup.

Peanut Pusher Issues Challenge

A peanut on each
plate at a recent
meeting of the Ro-

tary Club of HAMTRAMCK, MICH., was a silent reminder of the Club's attendance aspirations. A certain member has announced that he will push a peanut across the stage in the meeting room anytime Club attendance is 100 percent. Push it with his nose, that is. But when there are three or less members absent, the absentees are automatically scheduled to participate in a peanut-pushing race the next time they show up.

Recreation vs. Human Wrecks

Sensing the impor-
tance of community
health, Rotarians de-

vote their energies to recreational projects in many places. ORILLIA, ONT., CANADA, Rotarians, for example, sponsor a much needed skating area. . . . In HEREFORD, TEX., the Rotary Club sponsored a three-month Summer program of supervised play for youngsters both large and small. . . . The ENCINITAS, CALIF., Rotary Club has purchased a tract of land—which will soon house a youth recreation center. . . . The Rotary Club of CANAL FULTON, OHIO, has purchased 20 acres near the city for a playground and park. A caretaker is provided half of each year. . . . In Summer the PETERSBURG, ALASKA, Rotary Club sponsors a swimming pool. In the Winter the project rating "tops" is a skating pond. . . . The MALONE, N. Y., Rotary Club acquired an 82-acre tract of land a year ago for a recreation center. A dam has now been completed at one end of the property, making a 17-acre lake. Eventually the project will provide for baseball, basketball, tennis, swimming, boating, skiing, tobogganing, and a large building for other activities.



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Answers to Klub Quiz, Page 52

1. Chief engineer (page 31).
2. Bringing cheer to troubled hearts (page 18).
3. The school (page 13).
4. Successful living (page 7).
5. 2 million (page 32).
6. 26 (page 8).
7. Type of mosquito (page 20).
8. Chewing gum (page 27).
9. 359,100 (page 24).
10. Toss it back (page 11).

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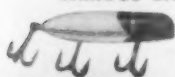
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Scratchpaddings

[Continued from page 44]

ROTARIAN V. K. KRISHNA MENON is a judge of the High Court of Cochin.

Marseille Bound? Rotary Club Presidents throughout Europe have received friendly letters from CH. VIDAL, President of the Rotary Club of Marseille, France, calling attention to his Club's new headquarters at 36, Rue Vacon. The Club has established a friendship center which it is placing at the disposal of Rotarians whose travels chance to carry them in that direction.

Timesavers. Rotarians of Ness City, Kans., look upon KARL MILLER and ELMER HENRY, members of the Rotary Club of Dodge City, Kans., as the "daddies" of their Club. Recently they wanted to confer honorary membership upon them and have them speak at the Ness City Club's tenth-anniversary meeting. There was just one complication: ROTARIAN MILLER had to be in Cimarron for an afternoon session of District court, of which he is the judge, shortly after the meeting would adjourn. O. J. WEIR, of the Ness City Club, solved the problem by chartering a special plane (see cut), picking them up and getting them to

Photo: Hetzel



ROTARIANS Henry and Miller (see item).

their destination in time. . . . Different circumstances prompted J. B. TEMPLE, a member of the Rotary Club of Savannah, Ga., to fly to a meeting of his Club. He had a chance to ride by floatplane from the front yard of his hotel to an anchorage in the river a block or two from the Club's meeting place. The trip, which would take better than half an hour by car, was negotiated in four minutes.

Tribute. The Rotary Club of Palmyra, Pa., recently paid tribute to H. R. SELTZER, its first President, upon his retirement after serving in the local United States post office for 39 years.

Goodwill Meeting. "One of the finest international Rotary meetings I have ever attended" was the way Rotary's President, RICHARD C. HEDKE, described the recent 23d consecutive International Goodwill Meeting sponsored by the Rotary Club of Winnipeg, Man., Canada. The noon luncheon attracted 438 persons; the evening dinner, 662. In all, 49 Clubs were represented—28 from the United States, 20 from Canada, and one from England. PRESIDENT HEDKE was the main speaker.

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Hobby Hitching Post

FAR BE IT from THE HOBBYHORSE GROOM to encourage violence of any sort—but he has just discovered that there's a certain kind of Rotarian who likes to have rocks thrown his way. Read on—and you'll understand.

A MEMBER of the Bridgewater, Virginia, Rotary Club, W. EARL BREON spends much of his time in travel as director of public relations for Bridgewater College. As he travels, he collects rocks, and, when there is opportunity, hunts up other "rock hounds."

This hobby involves not only the collecting, but also the cutting, grinding, and polishing of semiprecious stones. "Collecting," says ROTARIAN BREON, "is chiefly a matter of learning natural locations, of purchasing specimens, or of swapping. Perhaps most collections are assembled by all three methods."

"The cutting and polishing are intricate and complex beyond the ordinary hobby," he warns, "but certainly not beyond the abilities of anyone who will apply himself to it. The equipment can be purchased from lapidary-supply houses, but some followers of the hobby like to make or assemble their own."

It's an avocation that sometimes grows into a vocation, says ROTARIAN BREON, who points out that there is a ready sale for polished stones in the form of book ends, paperweights, cabochons, pendants, and sets. A cabochon, by the way, is a stone cut in convex form, highly polished but not faceted, generally used for brooch pins or large ring sets, but sometimes as an ornament in furniture.

ROTARIAN BREON hopes someday to have a case filled with cut and uncut stones representing the chief localities where semiprecious stones are to be found all over the world. He recommends his hobby for disabled war vet-

erans, as well as for anyone looking for a form of relaxation.

S. G. COULTIS, a Calgary, Alberta, Canada, Rotarian, has followed the rock-collecting hobby all the way from South America to Alaska and points out that:

"Wherever you go in the world you can collect. The plains and prairies are covered with glacial material and many fossils. You may find a meteorite anywhere. The Red Deer Valley [in Alberta] is filled with mineral specimens—dinosaur bones and wood converted to agate."

"There is the joy of going out into Nature's wild and raw places, joy in being on the foundations of the earth, joy in the scenery, joy in the beauty of the minerals themselves; the pleasure of looking at a mountain and understanding what it represents and how it was built up of many geological layers of rocks, what they are now and what they originally were."

As for equipment for such an expedition, ROTARIAN COULTIS says that "a



AN INDIAN sitting on a log was disclosed when Rotarian Coultis polished this piece of petrified wood enclosed in white agate.



WHEN Rotarian Coultis climbed Skoki Mountain, ten miles north of Lake Louise, in Alberta, he found the mountain top covered with petrified coral, which once had been below the sea.



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USING a magnifying glass, Rotarian Breon studies a gastrolith or dinosaur gizzard stone which was found in western Colorado.

packsack, hand pick or hammer, plenty of lunch, and a day off are all that is necessary. You will surely bring back a load, a large amount of junk, as we all do, and duplicates of things you have, which will be traded or given to the other fellow.

"The ordinary hand magnifying glass will show you an entire new world of beautiful things, otherwise unseen, and you may be inspired to study what each specimen contains or is made of.

"This will give you something to do in Winter and at other times when you cannot go into the field to collect. You will then want to clean and label the specimens; you may also want to create many beautiful and valuable things from them."

You probably won't be able to make a pocket watch, but ROTARIAN COULTIS points out that it, after all, is just a pocketful of rocks—gold or silver case, steel frame, agate bearings, glass, brass wheels, radium on the dial, and so on.

"It is," he adds, "a long way from finding and mining gold and other metals in the form of chalcopryite, hematite, etc., through the raw materials—gold, silver, copper, iron, and so on—to the finished watch, but minerals are its foundation, and it took centuries to find them and to use them, from the gold 10,000 years ago to radium, discovered only a few decades ago."

For cutting and polishing, ROTARIAN COULTIS recommends, for a start, a quarter-horsepower motor—an old washing-machine motor will do—a small grinder and silicon-carbide wheel, two sander discs and two sheets of silicon-carbide paper, a wood disc, and a small amount of polishing powder.

For the beginner, he suggests these books: *Field Book of Common Rocks and Minerals*, by F. B. Loomas, and *The Quartz Family of Minerals*, by Duke, Flenner, and Wilson.

What's Your Hobby?

If you are a Rotarian or a member of a Rotarian's family, THE GROOM will list your hobby below. Just drop him a note.

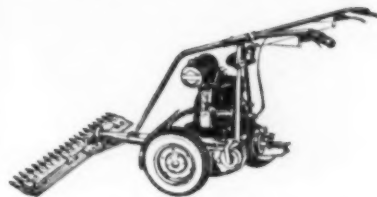
Stamps; Buttons: Mrs. James B. Rahl (wife of Rotarian—collects stamps, buttons, hotel covers; will exchange), Madison Hill, Wooster, Ohio, U.S.A.

Dolls; Pins: Loretta Ball (daughter of Rotarian—collects dolls and pins), 52 N. State St., Concord, N. H., U.S.A.

Pen Pals: Barbara Bergevin (12-year-old daughter of Rotarian—wishes pen pals in France who will write in French), 1119 Irving Way, Anderson, Ind., U.S.A.

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Stripped Gears

My Favorite Story

Two dollars will be paid to Rotarians or their wives submitting stories used under this heading. Send entries to Stripped Gears, THE ROTARIAN Magazine, 35 East Wacker Drive, Chicago 1, Illinois. The following story comes from Rotarian Mangharam Bhavandas, of Hyderabad, India.

John Clerk, one of the most pugnacious of lawyers, once had a brush with the House of Lords. It seems that he preserved the old-fashioned "enow," whereas his younger brethren said "enough" (enuff). Retaining this old usage while presenting his argument to the House, he was interrupted by the Lord Chancellor saying, "Mr. Clerk, in England we sound the 'ough' as 'uff,' 'enuff,' not 'enow.'"

"Very well, my Lord," continued the very self-possessed advocate. "Of this we have had enuff; and I now proceed to the subdivision of the land in dispute. It was apportioned, my Lord, into what in England would be pluffland, a pluffland being as much land as a pluffman can pluff in a day."

The Lord Chancellor could not withstand the apt riposte, burst into laughter saying, "Pray, proceed, Mr. Clerk. I know enow of Scotch to understand your argument."

Dad's Soliloquy to a Teen-Aged Daughter

Many a shirt,
I find to my sorrow,
Is here today,
But gone by tomorrow.
—VIRGINIA SHEARER HOPPER

Hills That Made History

To what hill or mountain would you go if you wanted to visit:

1. The monument known as The Shrine of Democracy?
2. The place where Noah's ark got stranded after the Deluge?
3. The scene of a celebrated battle, fought on June 19, 1775?
4. The mountain that, according to tradition, would not come to Mohammed?
5. The highest scientific laboratory in the world, built to continue the study of cosmic rays?
6. The hill from which the first mechanical-airplane flight was made by the Wright brothers?
7. The abode of the 12 gods who, ac-

cording to Greek mythology, were beneficent to man?

8. The place where U. S. Marines raised the Stars and Stripes on Iwo Jima?

9. The hill on which was the home of Charles Dickens?

10. The hill in Jerusalem on which the royal residence of King David was built?

This puzzle was contributed by Kennie MacDowd, of Denver, Colorado.

Net Proceeds

The following are definitions of net-ending words. For example: An article of furniture. Answer: Cabinet. What are your net proceeds on the rest of them?

1. Strict disciplinarian.
2. Poem of 14 lines.
3. Close-fitting headdress.
4. English title.
5. Small seal.
6. Song bird.
7. Bar with "drawing" qualities.
8. Celestial body.
9. Kind of trumpet.
10. Gem.
11. Daggerlike weapon.
12. Ornamental fillet.
13. Young swan.
14. Stinging insect.
15. Musical instrument.

This puzzle was contributed by Helen Pettigrew, of Charleston, Arkansas.

The answers to these puzzles will be found on the following page.

Selvage Edge

Lord, give my heart a selvage edge,
When vicious rumors travel,
That I may have a barring wedge
Where yarns may not unravel.

—FRANCES BROWN

TWICE TOLD TALES

A jest's prosperity lies in the ear of him that hears it, never in the tongue of him that makes it.—Shakespeare.

Wise Wang

Having read the inscriptions upon the tombstones of the great and little cemeteries, Wang Peng advised the Emperor to kill all the living and resurrect the dead—Chinese Poem.

What! Low Wattage

Harry: "You look dejected. What's the matter?"

Joe: "It's the light bill."

Harry: "You mean it's so big?"

Joe: "No. I told my wife I spent every night at home the six weeks she was gone and then today the light bill came. It was for 50 cents."—The Olive Branch, CORNING, CALIFORNIA.

Good Timing

The young husband had just arrived home from the office.

"What's the matter, darling?" he asked his wife. "You look flustered."

"Oh, I've had a dreadful day," she re-

plied. "Baby cut his first tooth and then he fell and knocked it out."

"Well, and then what happened?"

"Oh, darling," she answered in a shocked voice, "he said his first word."
—*The Gateway Gear*, LAREDO, TEXAS.

Consistent, Anyway

Teacher's salary: Weekday recognition of services by the same public that puts a dime in the collection plate on Sundays.—*The Ro-Tater*, GILMER, TEXAS.

People Are Lucky

Poor memory is a great blessing. We couldn't lift our head if we hadn't forgot the times when we played the fool.—*Savannah Rotary*, SAVANNAH, GEORGIA.

One on Barnum

P. T. Barnum, the great showman, once received a letter from a Vermonter offering him a cherry-colored cat for \$600. Always on the lookout for a novelty for his show, Barnum sent the \$600—after getting the man's solemn word that the creature was cherry colored. A crate arrived. Barnum opened it and a black cat jumped out. Around its neck was a ribbon and from the ribbon hung a note which read:

"Up in Vermont our cherries are black."—*The Waggin' Tongue*, TORRINGTON, WYOMING.

Conference

One of those conferences had been called, forcing a dozen men to drop tasks that had to be done. After a preliminary skirmish, the chairman poured out words for ten minutes until he was interrupted by a telephone call

so important that it had to be put through. This consumed a good four minutes. At the conclusion he asked, "What was I talking about a minute ago?"

Not one could answer.—*Rotarily Yours*, JAMESTOWN, NEW YORK.

Lazy Lads

Foreman: "Hey, you! How come you're only carrying one sack? All the others are carrying two."

Worker: "Gee whiz, boss, guess the other guys are too lazy to make two trips like I do."—*The Dukes' Cog Wheel*, WELLINGTON, KANSAS.

Warning

At a muddy crossroad corner in the deep South is a sign that reads: "Choose your rut carefully, you'll be in it 20 miles."—*Rotarily Yours*, JAMESTOWN, NEW YORK.

For a Small Splasher

*Puddles are beautiful, wonderful things
Of marvellous slishes and sloshes—
Especially made for a little boy*

With a brand-new pair of galoshes!

—VIRGINIA SCOTT MINER

Answers to Puzzles on Page 62

HILLS THAT MADE HISTORY: 1. Mount Rushmore, South Dakota. 2. Mount Ararat, Armenia. 3. Breed's Hill, more widely known as Bunker Hill, now a part of Boston, Massachusetts. 4. Mount Safa. 5. Mount Evans, Colorado. 6. Kill Devil Hill, North Carolina. 7. Mount Olympus, Greece. 8. Mount Suribachi. 9. Gadshill, a hill in Kent, England. 10. The Hill of Zion, Jerusalem, Palestine.

NET PROCEEDS: 1. Martinet. 2. Sonnet. 3. Bonnet. 4. Baronet. 5. Signet. 6. Linnet. 7. Magnet. 8. Planet. 9. Cornet. 10. Garnet. 11. Bayonet. 12. Coronet. 13. Cygnet. 14. Hornet. 15. Clarinet.

Limerick Corner!

Why waste time wasting time—when you can put the minutes to work earning \$5? How? By writing the first four lines of a limerick. If yours is selected by The Fixer as the limerick-contest entry of the month, that's what you'll receive. Yes—\$5. Mail your contributions to The Fixer, in care of *The Rotarian* Magazine, 35 East Wacker Drive, Chicago 1, Illinois.

The bobtailed-limerick winner for this month comes from Mrs. George Ruegg, whose husband is a member of the Rotary Club of Pueblo, Colorado. Send in your last lines to complete it. If one of them is chosen a winner, you will receive \$2. The entry deadline is July 1.

SAM'S PLAN

"When my wife is reducing," said Sam,
"I have learned to stay just as I am.
I eat two squares a day
At my favorite cafe,

Need some rhyme-word suggestions? Well, here are: clam, cram, dam, dram, gram, ham, jam, lamb, ram, sham, slam, swam.

IT'S A SIN

A father's view of a son's misdeed was detailed in *The Rotarian* in this corner in February. In case it has slipped your mind, here it is again:

Georgie's father said, "My, my, oh my!
"Oh, my nice cherry tree! I could cry!"
But when George said, "I dood it,"
Pa replied, "Let's exclude it,

Following are the winning lines to complete the above limerick and the names of their contributors:

"Maw can open a 'can' for the pie."
(Edith Louise Jacobs, Cincinnati, Ohio.)

And that's how HONESTY paid the first try!

(S. W. Hall, Tulsa, Oklahoma.)

(And) George slyly heaves a big sigh.
(L. S. Partenhimer, Greenfield, Massachusetts.)

"That confounded old tree was too high."
(William H. Dow, member of the Rotary Club of Portland, Maine.)

"For to lie my son didn't try."
(D. Hughes Lewis, Secretary of the Rotary Club of Haverfordwest, Wales.)

"It's not you, but the tree, that will lie."
(George L. Barker, member of the Rotary Club of Woodbury, New Jersey.)

"I'm glad you don't lie to get by."
(O. Wendell Hogue, member of the Rotary Club of Croton-on-Hudson, New York.)

"I'll count ten so my temper will die."
(M. T. Cook, Reading, Massachusetts.)

"Thank goodness, you're honest, not sly."
(C. S. A. Rogers, Secretary of the Rotary Club of Dauphin, Manitoba, Canada.)

"It'll make a good yarn by and by."
(George F. Naylor, President of the Rotary Club of Wimbledon, England.)



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Order by Mail—Immediate Delivery

Not even in the most exclusive stores can you find such exceptional values as these CONCORD "Golfers". Smartly styled and expertly crafted of top-quality, supple, durable leathers—only CONCORD "Golfers" have ALL these distinctive features:

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Also send for illustrated literature on other fine dress shoes.

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FARM HOME Summer SAUSAGE

A delicious blend of selected choice meats—tastefully seasoned. Leisurely smoked—over smoldering, fragrant, genuine hickory logs. A year 'round country treat. Needs no refrigeration. One large sausage to carton \$2.00 postpaid in U. S. A.

FARM HOME FOODS, Dept. R, Watertown, Wis.

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MUSHROOMS

Saute in Butter

Prepared under the direction of a nationally famous French chef, Oxford Royal Mushrooms Saute in Butter capture for the first time all of the full, rich flavor of fresh mushrooms.

Unlike other brands, the only moisture in the can is the rich, flavorful juice of fresh mushrooms together with a generous amount of the creamery butter in which they are prepared. No water added to dilute or alter the flavor.

If not supplied by your grocery—Write us. 1 doz. assortment of 5 oz. cans—(3) Caps, (3) Mushrooms, (3) Buttons, (3) Stems & Pieces, all in butter. Price \$7.00 delivered. No C.O.D.'s, please. Send check with order.

LESCARBOURA MUSHROOM COMPANY
Kelton, Pa.

**The
Four
Objects
of
Rotary**

To encourage and foster the ideal of service as a basis of worthy enterprise, in particular to encourage and foster:
(1) The development of acquaintance as an opportunity for service.
(2) High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occu-

pation as an opportunity to serve society.
(3) The application of the ideal of service by every Rotarian to his personal, business, and community life.
(4) The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service.

LAST PAGE

Comment

BACK IN SEPTEMBER, 1943, during the Allied invasion of Italy, Paul G. Hoffman wrote in this magazine that two years after the war "the United States must have 10 million more jobs than it had in 1940"—56 million jobs all told! It would need them, that is, if it wanted a satisfactory level of employment—and it could get them, he said, if business planned boldly and had the courage to act swiftly once peace had come. "Work Piles" of postwar jobs—such as hundreds of Rotary Clubs in North America, South Africa, and other parts were then beginning to build—would help to start the ball rolling. Community co-ordination, as typified by the Committee for Economic Development, which Mr. Hoffman himself then headed and still heads, would aid in keeping it in the groove.

WHAT HAPPENED is well-known history. Industry speedily shifted from war production to peacetime manufacture. Numberless prophets had predicted a temporary unemployment of 6 to 8 million persons in the United States. Nothing of the kind developed. Today, two years after the war, U. S. employment stands not at the hoped-for 56 million, but at 63 million! Unemployment is at a low of 2½ million! In other words, business has come through. As it did in the war, so now in peace, the system of free enterprise has delivered. It has carried a nation of 144 million persons safely past their first postwar economic crisis—the real threat of reconversion unemployment.

SO THAT WAS one depression that didn't come. Now there's talk of another. What will happen, many ask, when industry has at last satiated the enormous consumer appetite

which the goods-lean war years created? Recession? Collapse? The Threadbare '30s all over again in the shape of the Frowzy '50s? Amid all this speculation on gloomy things to come, it is a pleasure to bring Paul Hoffman to readers again. We don't have to have that next depression, he says. It's his belief that men bring depressions on themselves, and so, if they're wise enough, they can

One Man's Aims

I have two personal ideals. One, to do the day's work well and not to bother about tomorrow. The second ideal has been to act the Golden Rule, as far as in me lay, toward my professional brethren and cultivate such a measure of equanimity as would enable me to bear success with humility, the affection of my friends without pride, and to be ready when the day of sorrow and grief came to meet it with the courage befitting a man.

—Sir William Osler

fend them off. What's more, he tells the average businessman what he can do about it. We commend Mr. Hoffman's *Let's Break the Boom-Bust Cycle!* to every one of our readers. It looks to us like a challenge to some first-class Vocational Service.

-NO DOUBT, there will be a shaking up as the buyer swings into the saddle and the seller slides to the ground, but that this spells catastrophe does not necessarily follow. A people can have sustained prosperity if they will work for it. Meanwhile, depression talk may have a certain psychological effect. Remember the folk story of the French artist who sat sipping his wine in a cafe? Spying a headline "Hard Times Coming" in a newspaper on

his table, he cancelled his order for a second bottle of *vin* and explained why.

"Hard times?" exclaimed the cafe owner. "Then my wife must not order that silk dress."

"Hard times?" said the dress-maker. "Then I must not remodel my shop."

"Hard times?" sighed the contractor. "Then I cannot have my wife's portrait painted."

After receiving the letter from the contractor cancelling the order to paint the portrait, the artist went back to the cafe and picked up the same paper he had read. Studying it more closely he found it was two years old!

ACTING ON an Aims and Objects Committee recommendation, Rotary's Board recently voted to urge Rotary Clubs to tackle the problem of traffic safety. The Board decision asks each Club to consider setting up a Traffic Safety Committee "to study the question of traffic safety and coöperate in any way possible with the local safety committee." What form that coöperation may take will depend upon the town and Club, of course, but J. Richard Wilson tells elsewhere in these pages of one likely place to start—with the bicycle-auto collision problem.

A CERTAIN JUDGE advertised for an office boy to study law. When he arrived at his office, it was full of boys. Greeting them, the judge began a story about a man who went out to his barn to shoot an owl. The shot set fire to the barn, burning it and other near-by buildings to the ground. Several firemen were injured, and all the horses ran away. The judge paused for a moment, and a country boy back in the corner asked: "Did he hit the owl?"

"That's the boy I want," the judge exclaimed. "He was not carried away by the excitement of the fire. He never lost sight of the objective. A lawyer must never lose sight of his."

Thanks Quincy, Illinois, *Rotary News*, for that story. The moral is for all of us.

- your Editor

